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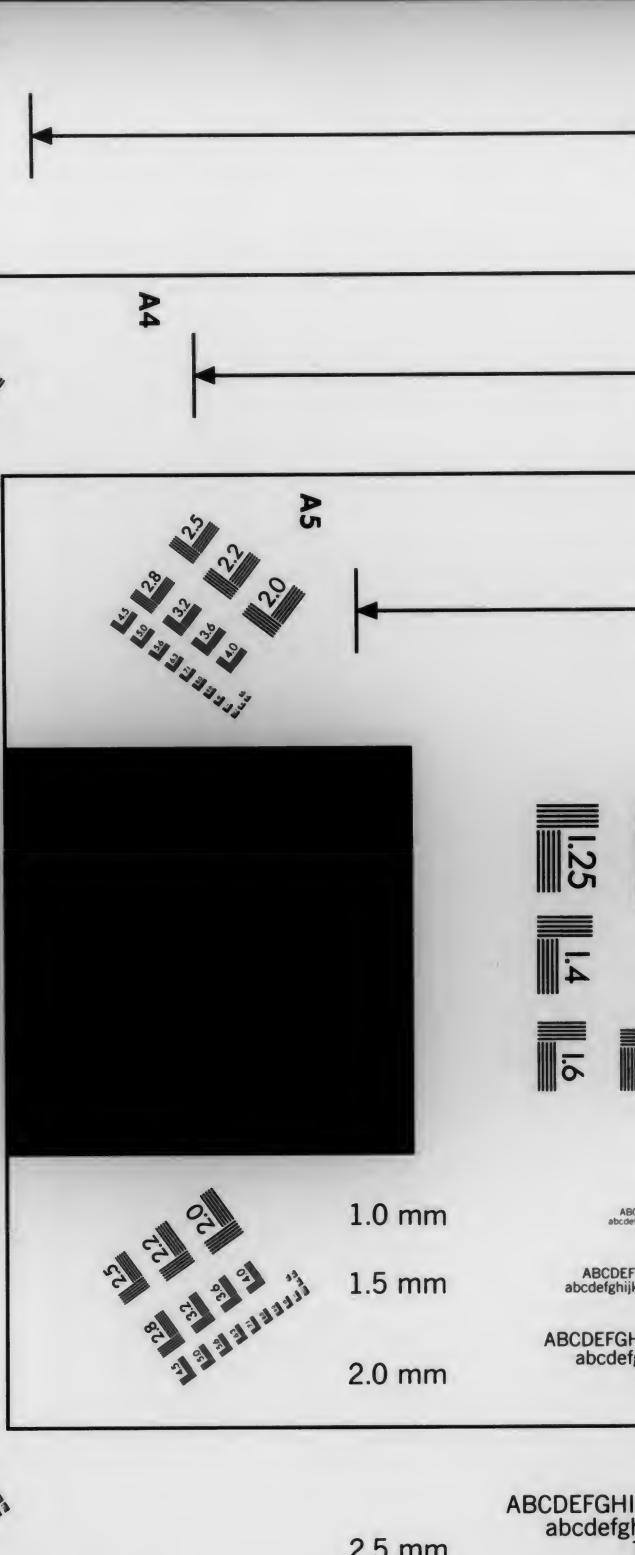
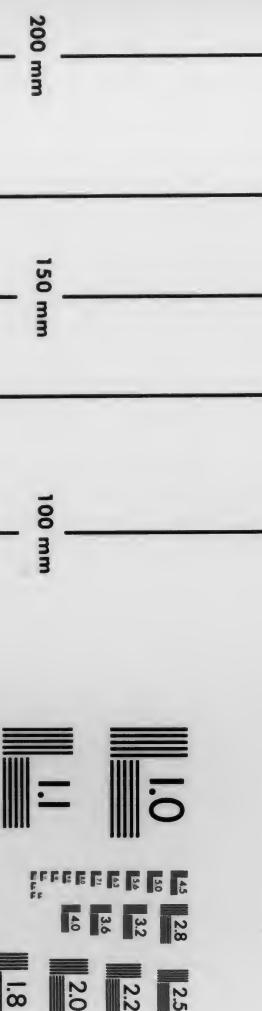
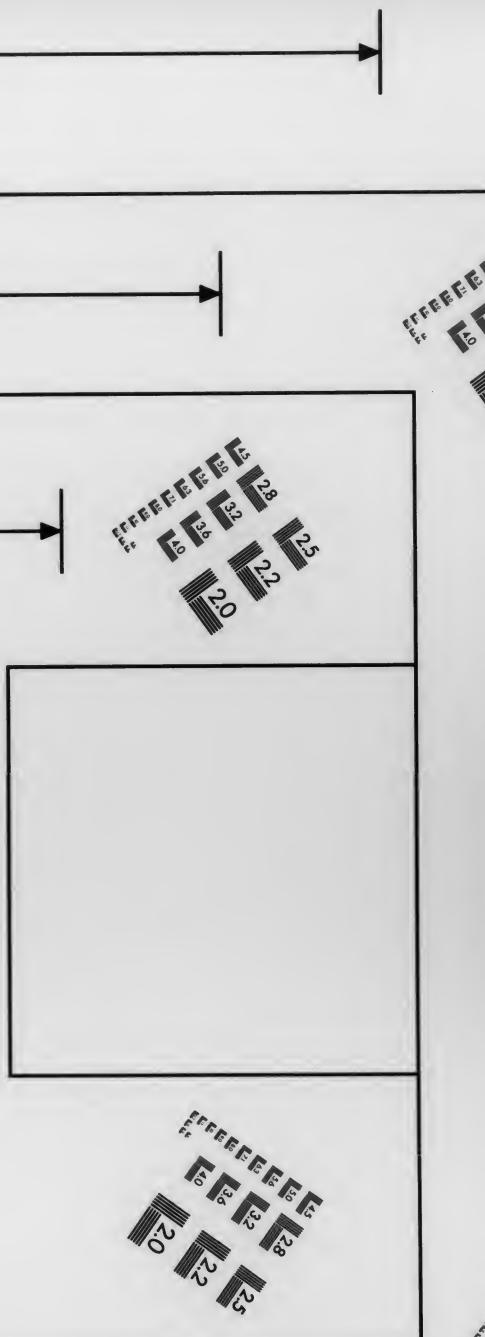
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TOBACCO MANUAL

By
CHARLES DUSHKIND



Published by
Tobacco Merchants Association of the U.S.
5 Beekman St., New York

PRICE FIFTY CENTS

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School of Business

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PREFACE

IN the preparation of this survey of the tobacco industry, no attempt has been made to treat the subject exhaustively. Only such essential facts regarding this great American industry as will provide the reader with a general knowledge of the subject and give him an adequate idea of the history of the industry and the vast interests allied therewith, have been compactly and painstakingly presented.

The history of tobacco from its discovery by Columbus more than four hundred years ago, to the present day is, probably, more fascinating than the history of any other industry with which men are familiar.

Irrespective of the fact that the tobacco industry ranks high in the commercial and economic life of the nation; that, in this country alone, more than 30,000,000 consumers find daily solace in the use of its products; that the United States provides more than one-fourth of all the tobacco grown in the world; that the industry furnishes employment for hundreds of thousands of people on farm, in factory, workshop, warehouse and marts of trade; that more than \$2,000,000,000 is invested in the industry; that the government receives annually in Internal Revenue taxes and Customs duties on tobacco approximately \$300,000,000—aside from these facts, tobacco has been universally regarded as an essential next in importance only to food and other prime essentials of life.

While it has been impossible, within the limits of this small compass to more than allude to the various topics identified with the tobacco industry in the United States, the data given doubtless will prove of value to all students of the subject.

C. D.

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Chapter I

DISCOVERY OF TOBACCO

THE culture of tobacco dates back to pre-historic times. That it was first cultivated in America by the Indians, there is absolutely no doubt. The discovery of its use by the Aborigines was made by Christopher Columbus in November, 1492, when he sent a party ashore in Cuba to explore the country whose tropical beauty charmed and delighted the newcomers to the great American continent.

When this party of seafaring men returned to their caravels, they told the strange story of seeing "people who carried lighted firebrands (meaning roughly made cigars) and who perfumed themselves with certain herbs (tobacco leaves) which they carried along with them." Several of the sailors, having provided themselves with some of the rolled tobacco, demonstrated its use with the aid of flint and tinder. Thus the use of tobacco by white men had its origin.

Providing himself with the seeds of tobacco, Columbus took them to Spain where certain gentlemen began the cultivation of the "weed" in their gardens. It is a curious fact that the word "cigar" had its birth through the cultivation of tobacco in these gardens, for the Spanish term for garden is "cigarral." When the Spaniards entertained friends with the fruit of their labor in the way of "smokes" they would say with satisfaction, "Es de mi cigarral," meaning, "It is from my own garden." Thus the guest was assured that the tobacco was a freshly cured, clean product and he prized the delicious smoke accordingly.

Meanwhile, the fame of the new discovery reached every part of Europe. Foreigners in Spain, hearing their hosts speak about the smokes from their cigarral, came to believe

that the word "cigarral" was Spanish for tobacco and after shortening the word to "cigarro," meaning a roll of tobacco for smoking, the term gradually evolved into the cigar by which it is known the world over today.

Another curious fact in connection with the evolution of the term cigar is that originally the word "cigarral" was the Spanish name for grasshopper, which was to be found in every garden. The little house gardens in Spain were called "cigarrals," because the grasshoppers were thickest there. Thus, it happens that the modern term of cigar was derived from garden, which, in turn, was evolved from the grasshopper.

Within two centuries after the discovery of tobacco by Columbus in America, its use was general throughout the civilized world. Sir Walter Raleigh popularized it in England about 1560, where, as every schoolboy knows, a servant finding him one day smoking in his room, doused the illustrious Englishman with water in the belief that his master was afire! Sir Walter introduced tobacco to guests at some of his house parties and its taste was found to be so soothing that its use soon became general.

Tobacco was introduced in France by Jean Nicot, whose name has been immortalized by the term "nicotine," an acrid alkaloid extracted from tobacco which is invaluable in *materia medica*. Traders from Turkey and Syria, as well as from all parts of the Occident and Orient, finding the weed thoroughly delightful, carried it to the remotest parts of the earth, from Mexico to the Philippines and China and Japan, so that at the beginning of the eighteenth century, the use in one form or another of tobacco was as general on the bleak steppes of Russia as it was in the most brilliant court of Europe.

Early explorers differed widely in the descriptions of the methods and purposes of tobacco smoking by the Aborigines. Some described the practice as a religious ceremony, others as a remedy for disease, and others as a social pastime. Commenting on these discrepancies, Carl Avery Werner, in his comprehensive and authoritative book "Tobaccoland" writes:

"Far be it from your present chronicler to challenge the sincerity of those departed historians; but calm reflection compels a suspicion that they sometimes labored under a confusion of imagination and fact. Closer association with the natives, more deliberate study of their habits and customs, revealed tobacco as being used by them (a) in some measure for its curative properties, (b) in greater measure as a token of peace between individuals and tribes, and (c) in greatest measure for the comfort of it, the companionship of it and the moderately pleasurable reaction which tobacco-smoking produced. In truth, it was very much the same then as now. Medicinally we of this generation sometimes employ it for a toothache, a headache or a touch of nerves; frequently we offer it to an acquaintance, chance or otherwise, as a token of friendship; but in the main we use tobacco because we like it. No doubt at the very beginning, ages before America was discovered, tobacco was burned as incense only, in the sacrificial rites of the Aborigines. But the natives as civilization found them, when American history began, smoked in about the same fashion, for about the same purpose and with about the same results as the smokers of today."

Chapter II

GROWTH AND DEVELOPMENT OF THE INDUSTRY

THE cultivation of tobacco as an industry which was destined to reach mammoth proportions in succeeding centuries, was begun on the Atlantic seaboard by John Rolfe, an Englishman, in his garden at Jamestown, Va., in 1612. His success inspired other settlers to follow his example, so that in 1618, as much as 20,000 pounds was sent to England, where, thanks to Sir Walter Raleigh, the demand for tobacco had steadily increased.

In 1615, the gardens, fields and even the streets of Jamestown were planted with tobacco, which immediately became, not only the staple crop, but the principal currency of the colony. In 1619, "ninety agreeable persons, young and incorrupt," and in 1621, "sixty more maids, of virtuous education, young and handsome," were sent out from London destined as wives for the colonists. The first lot of these ladies was purchased by the colonists for 120 pounds of tobacco each; the second lot brought 150 pounds each.

The success of the tobacco industry in Virginia prompted settlers in Maryland to undertake its propagation and for two centuries the industry was prominently identified with the social, economical and political development of these colonies.

In 1732, the industry had assumed such important proportions in Maryland that tobacco was made legal tender at the rate of one penny per pound for all debts, including customs dues and the salaries of State officers and ministers of the gospel. The yield of that year was 30,000 hogsheads, and as late as 1777, the tax levied for Baltimore county and city was fixed at 172 pounds of tobacco per poll.

GROWTH AND DEVELOPMENT OF THE INDUSTRY 9

Although some tobacco was grown during the period of the early settlements in Pennsylvania and New England, the first real extension of the industry was westward, in Kentucky and Tennessee. The production of tobacco assumed large proportions in northern Kentucky, and the adjoining counties of Ohio in 1785, and the industry became prominent in the central and southern portions of Kentucky and Tennessee about 1810. Up to 1833, the greater part of the tobacco in the two latter states was sent by planters to New Orleans for shipment to foreign countries. In that year, however, warehouses were established in Clarksville, Tenn., and soon others sprang up in Louisville, Ky., and the surrounding towns of these States.

The first crop of lemon-yellow tobacco was produced in 1852 in Caswell County, N. C. This tobacco was received with such special favor that its cultivation spread rapidly in Caswell County and also in Pittsylvania County, Va. Later its cultivation extended into other counties in North Carolina and Virginia and spread into South Carolina and eastern Tennessee.

In 1864, the White Burley tobacco was originated in Brown County, Ohio. This product found instant favor. On account of the absorbing power of the leaf, it is particularly well adapted to plug fillers and plug and twist wrappers. The finer types are used for cigarettes, while the light, flimsy, overripe bottom leaves are used for pipe smoking. The cultivation of this tobacco rapidly extended over the limestone area of southern Ohio and the central and northern sections of Kentucky.

The cultivation of tobacco in the New England colonies began about 1640, and for ten years, despite the efforts of the Puritans to stamp it out, it continued briskly. Then the industry lapsed appreciably and up to the early part of the nineteenth century, the output was negligible. In 1825, however, the cultivation of tobacco was revived and developed to the extent that in 1840 it became a general crop, about

720,000 pounds being produced in the Connecticut Valley. In 1842, the yield had increased to 2,000,000 pounds, and in 1845 to 3,450,000 pounds. During the first part of the 19th century the Connecticut tobacco was recognized as being essentially different from the Virginia types and it began to be used in the manufacture of cigars.

Types of Leaf Tobacco

Tobacco may be divided into two general groups, according to its chief use: (1) cigar types and (2) cigarette and other tobacco products types. The latter enters into what are known as manufactured tobacco products, such as cigarettes, chewing and smoking tobacco and snuff, and is also exported in large measure.

The two types are found in different geographical sections, and are also cured in different ways.

The types of leaf used for the manufacture of cigars are known as "filler," "binder" and "wrapper."

The States of Ohio, Pennsylvania and New York are the principal producers of domestic filler leaf. The classes of cigar leaf grown in Ohio are the Zimmer Spanish, Gebhard and Little Dutch types.

The State of Wisconsin is particularly noted for a fine grade of binder leaf.

The New England leaf-tobacco area, which is confined principally to the Connecticut and Housatonic River Valleys, is classed as both a binder and wrapper section. The tobacco is produced mainly in the open without shade, although a great deal of it is shade grown. The highest grade leaf is used for wrappers, while the remainder is used for binders.

The Florida and Georgia tobacco is classified as wrapper leaf. The tobacco is produced largely under slat or cloth shade. Some wrappers are also produced in other cigar-tobacco producing areas, particularly in New York, Pennsylvania and Ohio.

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The whole scheme of the division of cigar types of leaf tobacco is only approximate, as all the districts produce more or less of the three grades; that is, filler, binder, and wrapper. Furthermore, the distinctions between wrapper and binder grades are by no means fixed, depending largely upon the size of the cigars produced.

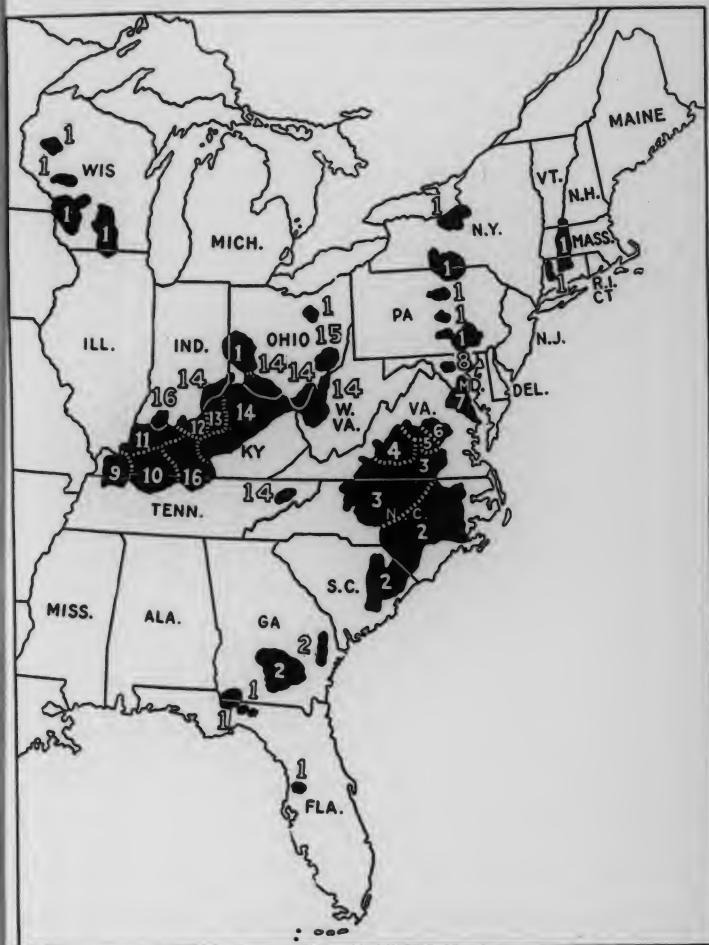
The types of tobacco used for cigarettes and other tobacco products include Virginia dark; the old bright belt in Virginia and western North Carolina; the new bright belt in eastern North Carolina and South Carolina, and the western dark types, in western Kentucky and Tennessee, including the Paducah Black Patch, Henderson, One-sucker (including Green River) and Clarksville-Hopkinsville districts. Minor types are Virginia sun cured, Maryland and eastern Ohio export and perique (Louisiana). Several of the types are also grown to a much smaller extent in other states than those mentioned.

The following table shows the acreage and production of the various types of tobacco:

Table I
Tobacco Acreage, Production, and Yield per Acre,
by Types and Districts: 1921

| Type and District | Acreage (thousands of acres) | Yield per acre (pounds) | Production (thousands of pounds) |
|---|------------------------------------|-------------------------------|--|
| I. CIGAR TYPES | | | |
| New England..... | 41 | 1,434 | 58,774 |
| New York..... | 2 | 1,250 | 2,500 |
| Pennsylvania..... | 42 | 1,460 | 61,320 |
| Ohio-Miami Valley..... | 30 | 924 | 27,707 |
| Wisconsin..... | 48 | 1,281 | 61,488 |
| Georgia and Florida..... | 6 | 950 | 5,700 |
| Total cigar types..... | 169 | 1,287 | 217,489 |
| II. CHEWING, SMOKING, SNUFF AND EXPORT TYPES | | | |
| Burley..... | 258 | 855 | 220,577 |
| Paducah..... | 59 | 822 | 48,500 |
| Henderson or stemming..... | 49 | 855 | 41,895 |
| One-sucker..... | 34 | 785 | 26,680 |
| Clarksville and Hopkinsville..... | 116 | 772 | 89,540 |
| Virginia sun-cured..... | 7 | 595 | 4,165 |
| Virginia dark..... | 38 | 616 | 23,408 |
| Old Bright..... | 321 | 535 | 171,817 |
| New Bright..... | 378 | 638 | 241,294 |
| Maryland and eastern Ohio export..... | 29 | 737 | 21,366 |
| Total chewing, smoking snuff, and export types..... | 1,289 | 690 | 889,242 |
| All other..... | 15 | 730 | 10,951 |
| Aggregate..... | 1,473 | 758 | 1,117,682 |

LOCALITIES PRODUCING THE SEVERAL TYPES OF TOBACCO



EXPLANATION OF SHADING.

1. Cigar leaf tobacco.
2. New belt bright or flue-cured.
3. Old belt bright or flue-cured.
4. Dark open-fire-cured shipping tobacco.
5. Black or olive stemming.
6. Sun and air cured manufacturing.
7. Maryland tobacco.
8. Upper county or bay.
9. Clarksville and Hopkinsville district.
10. Stemming tobacco district.
11. Green River district.
12. Scattered burley.
13. Burley tobacco.
14. Eastern Ohio export (spangled tobacco) burley.
15. Southern Kentucky and Upper Cumberland and Southern Indiana (one-sucker type).
16. One-sucker (Georgia, North Carolina).

Exports and Imports

Tobacco was the first export of the colonies. In 1618, the export to England from Virginia was 20,000 pounds. In 1919, the exports of leaf tobacco reached the huge quantity of about 766,000,000 pounds.

Prior to the World War, the United Kingdom received more than one-third of the tobacco exported from this country, and about one-tenth went each to France, Germany and Italy. Over six per cent. went to the Netherlands, 5 per cent. to Spain, 4 per cent. each to Australia and Canada, 3 per cent. to Belgium and 2 per cent. to China. These percentages were materially disturbed by the war, but they now are in process of adjustment along lines which show an enormously increased percentage of tobacco exports.

While America is the greatest tobacco-producing and tobacco exporting country in the World, there are certain types of tobacco which are not and cannot be produced in this country, and which must necessarily be employed in manufacturing desirable products. Among these may be mentioned imported Sumatra Wrappers, Cuban Tobacco (commonly known as Havana), used for cigars, and Turkish Tobacco, used mainly, if not altogether, for cigarettes.

In a recent article by George K. Holmes, Statistical Scientist, Division of Crop Records, Bureau of Crop Estimates, Department of Agriculture, entitled "Three Centuries of Tobacco," the author says:

"Tobacco varies greatly in its characteristics as they appear to smokers, and fancy, perhaps created by habit, gives preference to one or another of the many varieties and sub-varieties of the plant produced throughout the world. For this reason the United States, the greatest tobacco-producing and greatest tobacco-exporting country in the world, also imports tobacco enough to make it the sixth in order among the tobacco-importing countries of world."

It is universally recognized that the importations of the

GROWTH AND DEVELOPMENT OF THE INDUSTRY 15

various types of foreign tobacco have been the means of developing the Tobacco Industry of this country to its present gigantic extent. The use of foreign tobacco has undoubtedly increased the consumption of tobacco products, with a consequent increase in the requirements of Domestic Tobacco.

Thus, for example, with every two pounds of imported Sumatra Wrappers used to produce a thousand cigars (if made entirely of domestic filler and binders), about twenty pounds of Domestic Tobacco must be used. While there is used in the neighborhood of 360,000,000 pounds of tobacco per annum for cigars and cigarettes, the total imports of tobacco amount to but approximately 70,000,000 pounds per year, so that for every pound of imported tobacco used there is used on the average 4 pounds of domestic tobacco.

The following table shows the production as well as the Exports and Imports of Leaf Tobacco for ten years beginning with 1912.

Table II
Production, Exports and Imports of Leaf Tobacco

| YEARS | PRODUCTION OF TOBACCO IN U. S. CALENDAR YEARS | | EXPORTS (POUNDS) | IMPORTS (POUNDS) |
|-------|--|-----------------|----------------------------------|---|
| | YEARS | NO. OF ACRES | QUANTITY PRODUCED (POUNDS) | CALENDAR YEARS, EXCEPT YEARS MARKED,* WHICH ARE FISCAL YEARS |
| 1912 | 1,226,000 | 962,855,000 | *375,373,131 | *53,006,779 |
| 1913 | 1,216,000 | 953,734,000 | 444,371,661 | 66,899,275 |
| 1914 | 1,224,000 | 1,034,679,000 | 347,295,269 | 57,406,522 |
| 1915 | 1,370,000 | 1,062,237,000 | 428,296,878 | 41,304,197 |
| 1916 | 1,413,000 | 1,153,278,000 | 477,407,864 | 49,472,869 |
| 1917 | 1,518,000 | 1,249,276,000 | 251,291,892 | 57,959,825 |
| 1918 | 1,647,000 | 1,439,071,000 | 403,871,275 | 90,977,463 |
| 1919 | 1,951,000 | 1,465,481,000 | 765,613,164 | 85,985,617 |
| 1920 | 1,960,000 | 1,582,225,000 | 467,662,124 | 82,221,396 |
| 1921 | 1,473,000 | 1,117,682,000 | 515,353,067 | 52,994,403 |

The Development of the Various Types of Manufactured Tobacco

Tobacco is used in five general types, namely; cigars, cigarettes, pipe or smoking tobacco, chewing tobacco and snuff.

There is a question as to whether the cigar or pipe or snuff was the original form of "drinking" or indulging in tobacco. (In England in the 17th century what we now call "smoking" was usually referred to as "drinking.") The first smokers seen by Columbus were puffing rolls of tobacco; it was only on the mainland of North America among the Red Indians that the pipe was in general use. In South America the leaves were rolled up and smoked direct. Considering the ceremonial use of tobacco as incense, it is probable that the pipe was the original mode of inhaling smoke and that the cigar was the perfected instrument.

On the other hand, Romano Pane, a friar, who accompanied Columbus on his second voyage to the New World, noted that the Indians took tobacco in the form of powder as well as smoke. The herb was reduced to dust, "which they take through a cane half a cubit long; one end of this they place in the nose and the other upon the powder, and so draw it up, which purges them very much." It was in this manner that the first tobacco brought into Europe was taken. Catherine de Medici took as snuff the leaves presented to her by Nicot. For the headaches of her son, Charles IX, snuff was prescribed, and thus patronized by royalty, its use speedily became a practice of the beau-monde.

It is also recorded that in Europe snuff was at first almost the only mode of taking tobacco. Smoking was a later acquisition. In England the positions of snuff and tobacco were reversed, the former not coming into popular use until the eighteenth century, though snuff was taken to some extent by the bloods of the early years of the seventeenth century, and especially favored by the Roundheads. The progress made

by snuff was easier than that of smoking, for it was simply an adaptation of the long-established custom of inhaling various aromatic and sneezing powders. Shakespeare's *Hotspur* describes

"A pouncet box, which ever and anon
He gave his nose and took it away again."

It must be stated, however, that while in the early times snuff was actually used for snuffing, a very small part of the snuff produced in this country is used for snuffing.

The modern processing of tobacco in the manufacture of snuff has made it a desirable chew, so that, according to a conservative estimate, 98% of the snuff manufactured in this country is used for chewing, instead of snuffing as seems to be the general belief.

In 1502, some Spanish adventurers who landed on the coast of South America, discovered that the habit of chewing tobacco was generally prevalent among the tribes. In the years that followed, it was demonstrated that the use of tobacco in the three forms enumerated—smoking, snuffing and chewing, was universal among the Indians and that in many instances it was associated with the most significant and solemn tribal ceremonies.

The evolution of the cigar from "twisted leaves" to the present workmanlike article is not clear. The chewing tobacco was apparently in cake form, but whether originally flavored or not, is not stated. In England in the middle of the 16th century a form of chewing and smoking tobacco known as the *carotte* was in vogue. This was about 10 inches long, three inches thick, and was sweetened with treacle. The cigarette which only came into vogue about 1850 had apparently about the same character as today.

The chewing and smoking tobacco when not in cake form, was made into a long roll or large ball and often answered for the tobacconist's sign. Smokers carried a roll of tobacco, a knife and a tinder to ignite their roll.

Smoking was introduced in Spain about 1512 in the *cigar form* and into England (1586) in the *pipe form*. It was not until about 1790 that cigars were used generally in Europe, and only in 1830 were they used to any extent in England.

In England the manufacture of tobacco commenced with "cake tobacco"—pudding, roll and twist. This was a hard tobacco and could be sliced off for chewing or smoking as desired. This was in 1500; later the loose tobacco for smoking and chewing came into vogue.

From Spain and England the use of tobacco spread by degrees all over the world.

In the United States up to the Civil War the principal form of tobacco consumption was the pipe tobacco. This was the cheapest form of indulgence and hence popular among the poorer classes. Until 1870 cigars and cigarettes were only in slight demand compared with smoking and chewing tobacco.

Pipes

The primitive form of this was the tobago, as used in San Domingo when the Spaniards landed there. This was a hollow forked cane, "about a span long, and as thick as the little finger," resembling a Y in shape. The two ends were placed in the nostrils, and the other end over a small pastille of the burning leaves, and the smoke thus drawn up into the nose and head. "Such of the Indians," wrote Oviedo in 1526, "as cannot procure a forked stick use a reed or hollow cane for the purpose of inhaling the smoke." Speedily following the introduction of the reed would be the making of a receptacle at one end of the reed, or tube, to hold the smouldering tobacco, and thus remove the necessity of kindling a fire to offer incense and to seek the inspiration of the holy herb.

The Indian pipes were usually of clay, and this material was used solely in England for about 250 years. The colonists coming to New England had clay pipes.

Cigars

We have already seen that when Columbus landed for the first time on American soil he found the natives smoking rolled up tobacco leaves. As a cigar is purely a roll of tobacco, it thus appears that the cigar was probably the original form in which tobacco was used. It is said that the word "cigar" is derived from the Spanish word "cigarro," meaning to roll. While other derivatives are given by historians this seems etymologically correct.

Cigars are divided into three general types, to wit:

- (a) Seed Cigars
- (b) Seed and Havana Cigars
- (c) Clear Havana Cigars

The Seed Cigars are made entirely of American grown tobacco.

The Seed and Havana Cigars are made of American tobacco mixed with Havan filler (filler tobacco imported from Cuba). This class of cigars is usually covered with shade-grown wrappers or with imported Sumatra wrappers.

Clear Havana Cigars are made altogether, as indicated by the description, of Havana (Cuban) tobacco.

In recent years there has been developed also a new type of cigars made of Porto Rico filler mixed with domestic or Cuban fillers, or both.

These general types of cigars may be sub-divided into a number of classes in respect to workmanship, as well as to the quality of the tobacco used.

Then, too, there is quite a variety of sizes and shapes of cigars which makes a considerable difference in the quantity of tobacco used and in the cost of production, and hence in their selling prices.

Cigars are now divided into the following classifications, as defined by the War Revenue Act, to wit:—

- Class A—Cigars retailing at 5c. or less
- Class B—Cigars retailing at over 5c. but not above 8c.

Class C—Cigars retailing at over 8c. but not above 15c.
 Class D—Cigars retailing at over 15c. but not above 20c.
 Class E—Cigars retailing at over 20c.

The volume of business of each of the five classes, according to the Internal Revenue Report for the fiscal year ending June 30, 1922 is as follows:

| Class | Number |
|------------|---------------|
| A..... | 2,437,463,495 |
| B..... | 1,675,890,680 |
| C..... | 2,590,514,930 |
| D..... | 118,322,793 |
| E..... | 32,544,671 |
| Total..... | 6,854,736,569 |

These figures include approximately 50 million cigars imported from Cuba, 110 million from the Philippine Islands, and 124 million from Porto Rico.

There may be added two other classes of cigars respectively known as "cheroots" and "stogies." Both are in every respect cigars, but by reason of their peculiar make-up and style one has become popularly known as "cheroots" and the other as "stogies." Both belong to the cheaper grade of cigars usually retailed at 3 for 10c.

The "cheroot" is a cigar open on both ends, while the "stogie" is a long, thin, straight-shaped cigar closed at the head.

"Cheroots" seem to have been mentioned as far back as 1669. In the great Oxford Dictionary, Sir James Murray gives an interesting extract from an unpublished manuscript relating to India, written between 1669 and 1679, in which reference is made to smoking of rolled up tobacco leaves called by Portugals "cheroota."

Little Cigars

Technically, all cigars weighing not more than three pounds per thousand are designated as little cigars. The term is, however, generally applied to short smokes about the size of paper cigarettes, some of which are made like cigars or cheroots, while the great bulk are made in the form of cigarettes but covered with tobacco instead of paper wrappers.

Little cigars had their origin during the early development of the cigarette branch of the tobacco industry, when there was a widespread demand for cigarettes covered with tobacco instead of the usual paper wrappers. A number of manufacturers, taking advantage of this, introduced the so-called "All Tobacco Cigarette," which in size and appearance was similar to the paper cigarette but was wrapped with leaf tobacco instead of paper. The "little cigars" differ from the paper cigarette, however, not only in the nature of the wrapper but also in the type of leaf used as filler. This filler is usually of the same type as that from which ordinary cigars are made. They are exclusively machine made, and a so-called "short filler" from the cuttings from ordinary cigar manufacture is very largely used in their manufacture.

Cigarettes

Cigarettes seem to have originated in Spain, where maize or other suitable vegetable envelopes for tobacco being unobtainable, a thin sheet of paper was substituted. The Crimean War (1854-6) made the cigarette popular in England as well as on the Continent, but smokers rolled their own. It was about 1865 that their manufacture was begun in England, and then only one man in a cigar factory would be employed in making them. In France the Government commenced the manufacture of cigarettes in 1848. They began to be manufactured in the United States about 1866.

Mr. W. W. Young, in his "The Story of the Cigarette," says:

"The cigarette as we now know it—that is to say,

tobacco enclosed in a paper tube—is doubtless of Spanish origin, but its form, like its name, was perfected in France. There, cigarettes became a government monopoly in 1843, although it was not until a few years after the Crimean War, or about 1860, that the manufacture of cigarettes reached any importance commercially. It was, in fact, the Crimean War that brought world-wide attention to the cigarette as a superior form of using tobacco. Through intercourse with French, Italian, and especially with Turkish officers and troops in the war waged against Russia in the Crimea from 1854 to 1856, English officers began following the example of their allies and learned to make cigarettes. The soldiers made their own cigarettes, the Turks being particularly skillful in this art.

"Coming back to London after the war, the dapper British officers, the idols of the day, continued to make and smoke cigarettes, and naturally nearly every smoker in England, considering it the smart thing to do, began, clumsily at first, to follow their example. Cigarettes became the fashion. Americans soon brought the new style in smoking home from London, and about 1866 manufacturers in both England and the United States began to cater to the trade of cigarette smokers. Several brands entered regularly into commerce. At first they were large and expensive, and all were made by hand from Turkish leaf."

Cigarettes manufactured in the United States fall principally into three classes—Domestic, Turkish blend, and Turkish.

Domestic cigarettes are made almost exclusively from the bright yellow tobaccos of Virginia and North and South Carolina.

Turkish-blend cigarettes are made from a mixture of Virginia and North and South Carolina with Turkish types of leaf tobacco.

Turkish cigarettes are made entirely from Turkish types of leaf, grown principally in Turkey and Greece.

Smoking Tobacco

TYPES OF SMOKING TOBACCO.—Smoking tobacco is conveniently divided into four principal types—Plug Cut, Long Cut, Granulated and Scrap. Each of these groups is distinct in the processes of manufacture and in the kind of leaf used.

PLUG-CUT smoking tobacco is principally made from Burley, but in part from the heavier types of bright southern or flue-cured tobaccos. This product is first manufactured into plugs, similar to those for chewing tobacco, which are then cut up in various ways. According to the manner in which they are cut, they are known in the trade as curley cut, cube cut, flake cut, crimp cut, sliced cut, etc. Plug-Cut smoking usually contains a large amount of sweetening.

LONG-CUT smoking tobacco is principally made from Burley and Green River types of leaf. In the process of manufacture the leaf is passed in the loose state through shredding or cutting machines. A considerable amount of sweetening is used.

GRANULATED smoking tobacco is manufactured principally from bright southern leaf, although for some grades the Green River and Burley types are used. In the process of manufacture the leaf passes through granulating machines and over sieves of the proper fineness of mesh. Granulated tobacco has a flaky appearance, which distinguishes it from other products. Very little flavoring material is used in its manufacture.

SCRAP TOBACCO, including cigar cuttings and clippings, is made, as the name implies, from scraps or cuttings which are obtained chiefly in cigar manufacture, but also to some extent directly from Burley and other types of leaf. Scrap tobacco proper is almost always heavily cased with licorice,

sugar, and other tasteful ingredients. Those clippings and cuttings, labeled as such, that are principally put up by the cigar manufacturers themselves, are not, however, usually flavored or sweetened. They are used for smoking only. The scraps and cuttings of cigar manufacture used in the making of scrap tobacco require no special processes other than casing and packing, but when whole leaf is used it is cut up or scrapped to give it the usual shredded appearance.

Plug and Twist

BOTH PLUG AND TWIST tobaccos are made of leaf from which the midrib, or stem, has been removed. Plug is usually heavily cased with licorice, sugar, and other flavoring materials. In the manufacture of plug the cased leaf is pressed by machinery into rectangular lumps of various shapes and sizes, while for twist the leaf is usually loosely formed into a more or less cylindrically shaped roll by hand. Both the plug lumps and the twist roll are inclosed by hand in wrapper leaves carefully selected with respect to their color and texture.

TYPES OF PLUG TOBACCO.—Plug tobaccos are conveniently divided into navy and flat types.

THE NAVY TYPE is always heavily cased with licorice, sugar and other flavoring materials. It is manufactured almost entirely from Burley leaf which is especially suited for it.

FLAT PLUG, however, is made almost entirely from leaf grown in Virginia and in North and South Carolina. This leaf is much less porous than Burley and absorbs less casing material. The chief difference between the navy and flat types of plug tobacco is in the type of leaf used.

TWIST tobaccos are finished by twisting the roll into the desired shape by hand, while plug tobacco is finished by again submitting it to mechanical pressure, giving it a solid and hard appearance. Both plug and twist tobaccos are made

in sizes and weights to suit the demand or convenience of the purchaser and in conformity with the weights prescribed by law.

Fine-Cut Chewing Tobacco

FINE-CUT chewing tobacco is defined by the Bureau of Internal Revenue as that class of tobacco which has been prepared by the use of cutting machines from leaf tobacco after the stems or mid ribs have been removed, and which product is intended to be used exclusively as a chewing tobacco and not prepared or cut from manufactured plug or twist tobacco or from tobacco scraps, cuttings, or clippings.

Fine-Cut tobacco is made by a process similar to that used in the manufacture of long cut. It is shredded into finer fibers, however, and differs also in the type of leaf that is used. This type of tobacco is made principally from Green River and Burley leaf, and when shipped from the factory usually contains more moisture than long cut or other forms of smoking tobacco.

Snuff

SNUFF is pulverized tobacco, and derives its name from the custom of taking it through the nose. As already indicated, snuff is not used in this way, however, to any large extent at the present time. It is now usually chewed, the same as plug, twist, and fine-cut tobaccos. This change in the method of use is due to the introduction of new brands which are better adapted to chewing than snuffing.

Snuff differs radically, however, from chewing tobaccos in the processes of manufacture, in that the leaf is always finely ground similarly to flour or corn meal, while for chewing tobaccos the leaf is generally either used entire or is stemmed, cut, or shredded. In the early history of manufacture in the United States snuff was almost entirely made from Virginia dark types of leaf, which were "fried" in the process of curing. In later years, however, the greater part

of the leaf used for snuff has come from the so-called dark districts of Kentucky and Tennessee.

There are three principal types of snuff manufactured in the United States, Scotch, Maccaboy, and Swedish, or Rappée.

The individuality of the brands of these types depends principally upon the distinctive processes of fermentation of the leaf.

Volume of Business and Investments

The growth and development of the various types of manufactured tobacco in this country will be seen from Table III, showing the withdrawals for consumption of cigars, cigarettes, snuff, smoking and chewing tobaccos during the last ten years.

The annual volume of business of all types of manufactured tobacco products, based upon the retail prices to the consumer is calculated at approximately \$1,500,000,000.

The total investments in the tobacco industry are estimated as follows:

| | |
|--|------------------------|
| Tobacco and Cigarette Manufacturers..... | \$ 515,000,000 |
| Cigar Manufacturers..... | 385,000,000 |
| Retailers of Tobacco..... | 500,000,000 |
| Wholesalers..... | 300,000,000 |
| Leaf Tobacco Dealers..... | 175,000,000 |
| Farmers..... | 200,000,000 |
| Total..... | \$2,075,000,000 |

Table III
Cigars, Cigarettes, Snuff and Manufactured Tobacco Withdrawn
for Consumption, Fiscal Years Ending June 30

| YEAR | CIGARS | | CIGARETTES | Tobacco | Snuff (Pounds) |
|------|---------------|---------------|----------------|-------------|-------------------|
| | Large (No.) | Small (No.) | | | |
| 1913 | 7,699,037,543 | 1,033,778,160 | 14,294,895,471 | 404,362,620 | 33,209,468 |
| 1914 | 7,670,832,230 | 1,036,793,000 | 16,427,086,016 | 412,505,213 | 32,766,741 |
| 1915 | 7,658,122,323 | 972,263,280 | 16,756,179,973 | 402,474,245 | 29,839,074 |
| 1916 | 7,390,183,170 | 947,657,360 | 21,087,757,078 | 417,235,928 | 33,170,680 |
| 1917 | 8,266,70,593 | 950,130,520 | 30,529,193,538 | 445,763,206 | 35,377,751 |
| 1918 | 7,784,300,180 | 947,618,961 | 36,959,334,804 | 417,647,509 | 35,036,561 |
| 1919 | 7,110,877,600 | 788,529,923 | 38,104,738,310 | 376,959,091 | 34,895,173 |
| 1920 | 8,304,618,762 | 661,409,260 | 50,448,541,589 | 414,877,746 | 38,605,173 |
| 1921 | 7,462,457,705 | 678,133,380 | 45,067,796,41 | 329,614,456 | 32,196,676 |
| 1922 | 6,854,736,569 | 658,093,573 | 50,059,600,177 | 368,365,771 | 38,597,950 |

Revenue from Tobacco

The attention of the Government of the United States to the importance of the tobacco industry was manifested July 1, 1862, when Congress first levied a tax on cigars, chewing and smoking tobaccos and snuffs. The first tax on cigarettes was imposed in 1864. Licenses for dealers and manufacturers were ordered in 1868.

The revenue from tobacco, as will be seen from Table IV, now amounts approximately to about \$300,000,000 per annum.

Table IV

| Internal Revenue Receipts from Tobacco, fiscal years ending June 30th: | Customs Receipts from Tobacco, fiscal years ending June 30th, excepting years marked,* which are calendar years. |
|--|--|
| 1912..... \$70,365,567.55 | \$25,571,508 |
| 1913..... 76,470,324.11 | 26,748,124 |
| 1914..... 79,815,860.17 | 26,892,273 |
| 1915..... 79,764,071.46 | 24,875,246 |
| 1916..... 88,063,947.51 | 27,580,595 |
| 1917..... 103,201,592.16 | 29,837,013 |
| 1918..... 156,188,659.90 | 21,960,646 |
| 1919..... 206,003,091.84 | *27,562,571 |
| 1920..... 295,809,355.44 | *33,695,003 |
| 1921..... 255,218,499.96 | *35,949,905 |
| 1922..... 270,758,695.68 | Not yet published. |

It will be interesting to compare the internal revenue received by the Government from tobacco with the revenue receipts from all other sources, exclusive of income and profits taxes. The chart on the following page shows that the tobacco industry heads the list by many millions.

| | \$270,758,695 |
|---|---------------|
| Tobacco | \$139,291,712 |
| Transfer of Estates of Deceaseds | \$139,291,712 |
| Transportation of Freight | \$85,291,894 |
| Corporations Excise Tax on Value of Capital Stock | \$80,580,885 |
| Admission to Theatres, etc. | \$73,373,937 |
| Automobiles | \$65,088,336 |
| Transportation of Persons | \$58,042,159 |
| Distilled Spirits | \$45,554,134 |
| Tires, parts for Automobiles, etc. | \$39,341,826 |
| Beverages, Non-alcoholic | \$33,489,185 |
| Telegraph, Telephone and Radio Messages | \$28,086,182 |
| Bonds, Capital Stock Issues, etc. | \$26,730,744 |

Note - In Addition to the Internal Revenue Taxes the Government is collecting about \$35,000,000 a year in Custom Duties on Tobacco.

Chapter III

ITS RELATED INDUSTRIES

WITH the development of the tobacco industry in this country and its increasing trade abroad, it was to be expected that collateral industries would assume enormous proportions. Coupled with the raising of tobacco, its manufacture in the various forms used by consumers, its marketing and the like, allied industries have experienced healthy expansion so that today the tobacco industry and its collateral enterprises are a most important factor in the industrial and agricultural life of the nation.

Perhaps one of the largest and most important industries which owes its enormous growth to the use of tobacco, is the manufacture of matches, both in this country and abroad. With more than thirty millions of tobacco consumers in this country, the match has assumed an important place in the list of collateral indispensables. Figures show that \$20,800,000 is expended alone for that commodity.

It is estimated that the licorice used in the tobacco trade for flavoring purposes, aggregates annually 45,000,000 pounds. There is used 50,000,000 pounds of sugar, while 650,000,000 tons of coal is consumed by the tobacco industry. The freightage of tobacco amounts to 2,210,000 tons a year. Insurance premiums paid by tobacco manufacturers and dealers aggregate \$7,000,000 a year. The industry consumes 555,000 pounds of nails in the manufacture of cigar boxes each year.

One collateral industry that has grown to enormous proportions is the manufacture of cotton cloth used, both as packing material as well as for canopies under which is grown the now famous shade-grown tobacco of New England, covering the vast fields of the plant with canopies of thin

cotton sheeting. Of this sheeting 30,000,000 yards are used annually, while approximately 2,225,000 pounds of cloth bags are needed each year for packing tobacco.

Approximately 35,000,000 pounds of tin foil is used in the tobacco trade each year, giving employment to many thousands of men and women. It is estimated that 42,000 tons of tin is utilized for containers of tobacco products.

With over 500,000 retail establishments doing business throughout the country, the tobacco industry is one of supreme importance to real estate men. It is impossible to supply any adequate figures as to rentals paid annually or to estimate the value of the immense office space devoted to the industry by administrative branches of the business.

The enormous revenues received by railroad corporations handling 2,210,000 tons of tobacco freightage annually, is no insignificant item. The industry has stimulated the business of poster and sign painters, photographers, lithographers, paper dealers and a host of other crafts. The daily newspaper and periodical publications in the country derive millions every year through the advertising of tobacco products.

Another important collateral business is the manufacture of premiums supplied by large tobacco concerns to tobacco consumers in return for coupons. Millions are spent annually in that direction, and as a result thereof the manufacture of cutlery, silverware, household utensils of every description, razor blades, umbrellas, jewelry, soap, perfumery and other articles too numerous to mention, is greatly stimulated. It is indeed obvious that the tobacco industry has proved a boon to its collateral industries.

Chapter IV

ANTI-TOBACCO AGITATION

ANTI-TOBACCO agitation is by no means new. At all times during all the ages and in all parts of the World there always were, and probably always will be, certain elements who found fault with almost everything that contributed to men's solace, comfort and enjoyment of life, even of the most wholesome and legitimate variety.

Accordingly tobacco has been one of the objects of attack almost from the instant that it was first introduced to the World. However, with all due respect to the honest, well-meaning, and fair-minded, but ill-advised and misinformed, reform elements, it must be said that tobacco has not only survived every attack that was ever made upon it, but it is most significant that the more bitter the opposition the more universal became its use, and the more wide-spread its consumption.

Scarcely had the Virginia plant been introduced in England, when Church and State were arrayed in opposition. In an effort to stop it, by legal means, James I, King of England, raised the duty thereon from twopence per pound to two shillings and tenpence per pound. This proving unavailing, he ordered that no planter in Virginia should cultivate more than one hundred pounds. In 1624 he prohibited the planting of tobacco in England and Ireland.

Despite these edicts, the use of tobacco by men of high and low estate steadily increased. In the New England Colonies, the use of tobacco had become general, and no repressive laws were able to abolish it. Connecticut, like the other colonies, was influenced by the Puritans in Plymouth and imitated their

laws, but it is significant that it never outlawed tobacco by legal enactment. The moral code of the Connecticut theocracy was severe, and while in theory it did not approve of tobacco any more than that of Massachusetts, in practice it was susceptible of statesmanlike adaptations.

In Connecticut tobacco passed as currency, as in Virginia and Maryland, but ministers were not paid in tobacco as in the two latter colonies. Church wardens collected the tobacco payments, and clerks of vestries were allowed by law to demand five pounds of tobacco for every birth, burial and marriage recorded.

Laws against the free use of tobacco were passed, and in 1647 a law was enacted in Connecticut decreeing that none should smoke in public. Only once a day, at dinner or otherwise, might tobacco be used, and then not in company with any other. A violation of this law was punishable by a fine of sixpence, and only one witness was required to prove a case against the accused. This law excited general opposition and its violations were frequent and persistent. The men would gather in their cellars, or go into the woods where they smoked in company as they discussed the important questions of the day. Within three years the law fell into disrepute, so that in 1650 it was revised by the terms of which the smoking of tobacco on the public streets alone was interdicted.

Despite the efforts of the Puritans to prevent the use of tobacco by unruly members of the community, the Pilgrims smoked not only on week-days, but on the Sabbath, and even on their way to church. In 1669, it was proclaimed that any person found smoking on a Sabbath, going or coming, within two miles of a meeting house or church, was to pay a fine of twelve-pence for every offense. But this law was openly defied and it ultimately became a dead letter, so that as the colonies grew and prospered, the use of tobacco kept pace with the general advancement, to the joy and well-being of those directly concerned.

In the United States, for more than fifty years, tobacco has been the subject of attack and more or less hostile legislation. The alleged harmfulness of the abused cigarette was made the rallying point for proposed enactments designed to eradicate it, if not wholly, at least in part. Ignoring the fact that the manufacture of all tobacco products is entirely under government control, thereby insuring purity and wholesomeness of products, anti-tobacco forces have for years been arrayed against an article whose immense value to man was superbly demonstrated again and again.

While at first they succeeded in a measure in stirring up some public agitation against the cigarette and in some instances have even persuaded some of the legislative bodies to take action tending to condemn the use of cigarettes, their sensational statements when finally submitted to the acid test of knowledge and science, were refuted and their logic crumbled as houses built of cards.

As the inevitable result of these unwarranted assaults upon tobacco, many searching investigations by expert chemists, distinguished scientists, physiologists and physicians, and national and state officials of unquestioned reputation were conducted in various parts of the country and also in foreign countries.

The results of these investigations show conclusively that the arguments of those who are opposed to the use of tobacco are based mainly upon prejudice and that in the light of scientific and medical research the moderate use of tobacco is perfectly harmless.

Among the distinguished scientific and medical authorities who have found the moderate use of tobacco harmless or have testified concerning the purity of tobacco products are the following:

Dr. Azor Thurston, of the Bureau of Drugs of the State of Ohio;

Prof. J. W. Mallet, University of Virginia;

Prof. Launcelot W. Andrews, University of Iowa;

Prof. Walter S. Haines, Rush Medical College, Chicago; Cass L. Kennicott, city chemist, Chicago; D. B. Bisbee, assistant city chemist, Chicago; Prof. James F. Babcock, Massachusetts College of Pharmacy;

Prof. Willis G. Tucker, formerly analyst of New York; Prof. K. B. Lehmann, of the Hygiene Institute of the University of Wurzburg;

F. W. Fairholt, F.S.A., author of "Tobacco, Its History and Associations";

Dr. H. Lambert Lack, Hospital of Diseases of the Throat, London;

Prof. Wm. J. Gies, Columbia University, New York;

Dr. Max Kahn, College of Physicians and Surgeons;

Dr. O. Victor Limerick, Brooklyn Diagnostic Institute.

No less a medical authority than the *New York Medical Journal*, in commenting on anti-tobacco legislation proposed in one of the State Legislatures, said:

"It is simply an unwarranted infringement of personal rights and a curtailment of the degree of free agency to which every man is naturally entitled. It is the sort of law which, being essentially non-enforceable on the one hand and on the other creative of anger and a spirit of opposition, brings all law into hatred and contempt. It is, further, a stage in the progress of a movement which causes grave misgivings and fears among the judicious.

"The law is unenforceable under present conditions because it cannot avail to prevent all who care enough from getting supplies of their favorite form of smoke medium from without the State. Even were this impossible, a new contraband trade in cigarettes and papers would immediately spring up at exorbitant prices. . . . The case is by no means on all fours with the traffic in habit-forming drugs, now the subject of another some-

what excessive 'crusade.' The difference is that whereas no normal person is addicted to the use of drugs, cigarette smoke within healthy limits is the harmless habit of millions of people all over the world, including probably two-thirds of the adult male population of Georgia.

"As one prohibition after another is proposed with more or less excuse in theoretic benefit to individuals or the public, one wonders where the craze is to stop. There is hardly any form of pleasure which has not its crew of rampant censors and comminators—motoring, the dance, the theater, flirtation, drugs, alcohol, kissing, eating meat, cigarettes, the use of tobacco in any form—all these and perhaps a dozen others we do not call to mind are today the subject of agitations calling for prohibition by law on moral or hygienic grounds or both. Where is this to end? Are the people of America to be tied up presently in a tangle of worse than Chinese paternalism? Are individual mind and will and conscience to give way altogether to a paternalism, half ecclesiastic, half governmental, all fussy and fatuous and regardless of the plain lessons of experience?"

Chapter V

PUBLIC OPINION OPPOSED TO ANTI- TOBACCO LEGISLATION

WHILE there never appeared to be any doubt but that the great weight of public opinion in this country was against any legislation prohibiting or restricting the use of tobacco by people of mature age, the Tobacco Merchants Association of the U. S. has recently taken what may be properly called a census of public opinion in order to ascertain in the most practicable way how the American public views the anti-tobacco agitation.

This was accomplished by addressing a questionnaire, through the Press Service Co. of New York, an entirely disinterested concern, to editors all over the country.

The questionnaire was accompanied by no arguments. It clearly indicated that what was sought was the unprejudiced and unbiased opinions of the editors replying. The editors were furthermore requested to differentiate between their own views and those of their communities as nearly as they could determine them. From the answers received, it is manifest that they endeavored to make this distinction to the best of their ability.

The questions asked were: 1.—Do you favor the enactment of laws prohibiting the personal use of tobacco by adults? 2.—In your judgment, does the general sentiment of your community favor such legislation? 3.—Is the use of tobacco personally objectionable to you?

It will be seen from the table below that 7,847 editors, representing a guaranteed circulation of 21,870,046 sent replies, and that 7,393 of them, or 95 per cent., represented

(Continued on page 42)

7,393 EDITORS, REPRESENTING 21,000,000 READERS, SAY PUBLIC IS OPPOSED TO
ANTI-TOBACCO LEGISLATION

Of 7,847 who replied to questionnaire, only 260 thought their readers would favor laws prohibiting personal use of tobacco, although 569 editors said that they, personally, favored such legislation. (Percentages are in Bold Face. On first and third question only those who made definite replies are figured in the percentages. On the second question those who were in doubt as to state of public opinion are considered in percentage calculations. "Doubtful" in all cases means replies whose meaning was doubtful as well as those which expressed doubt.)

| | GENERAL STATISTICS | | | | | Question No. 1 Do you favor the enactment of laws prohibiting the personal use of tobacco by adults? | | | Question No. 2 In your judgment does the general sentiment of your community favor such legislation? | | | Question No. 3 Is the use of tobacco personally objectionable to you? | | | | |
|------------------|--------------------|------------------------|----------------------------|---------|-----|---|-------|----|---|---------------|-------|--|-----|---------------|-------|---|
| | Mailed Replies | Percent age of Replies | Percent age of Circulation | No | Yes | Doubt- ful | Blank | No | Yes | Doubt- ful | Blank | No | Yes | Doubt- ful | Blank | |
| Alabama..... | 146 | 81 | 55 | 162,512 | 92 | 73 | 6 | 1 | 76 | 2 | 1 | 67 | 13 | 1 | 0 | |
| Arizona..... | 62 | 38 | 61 | 71,441 | 100 | 38 | 0 | 0 | 95 | 2.5 | 1 | 84 | 16 | 1 | 0 | |
| Arkansas..... | 224 | 112 | 50 | 175,923 | 91 | 101 | 10 | 1 | 92 | 5 | 1 | 0 | 35 | 3 | 0 | 0 |
| California..... | 488 | 297 | 60 | 654,052 | 287 | 10 | 0 | 0 | 290 | 4 | 2 | 0 | 72 | 8 | 0 | 0 |
| Colorado..... | 278 | 189 | 69 | 221,038 | 97 | 3 | 10 | 1 | 98 | 1 | 1 | 0 | 268 | 29 | 0 | 0 |
| Connecticut..... | 79 | 52 | 63 | 273,395 | 94 | 6 | 10 | 0 | 180 | 2 | 7 | 0 | 90 | 10 | 0 | 0 |
| Delaware..... | 23 | 12 | 50 | 68,316 | 91 | 11 | 1 | 0 | 51 | 1 | 4 | 0 | 156 | 33 | 0 | 0 |
| | | | | | | | | | 98 | 2 | 0 | 0 | 83 | 17 | 0 | 0 |
| | | | | | | | | | 92 | 1 | 0 | 0 | 49 | 2 | 0 | 1 |
| | | | | | | | | | 98 | 2 | 0 | 0 | 96 | 4 | 0 | 0 |
| | | | | | | | | | 91 | 1 | 0 | 0 | 12 | 0 | 0 | 0 |
| | | | | | | | | | 91 | 1 | 0 | 0 | 100 | 0 | 0 | 0 |

| | | | | | | | | | | | | | | | | | |
|-----------------------|-----|-----|----|-----------|-----|-----|----|---|-----|-----|----|----|-----|-----|----|---|---|
| District of Columbia. | 4 | 2 | 50 | 135,291 | 100 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Florida..... | 118 | 79 | 67 | 183,189 | 98 | 77 | 2 | 0 | 0 | 1 | 1 | 0 | 72 | 7 | 0 | 0 | |
| Georgia..... | 214 | 124 | 58 | 188,574 | 92 | 112 | 10 | 1 | 117 | 3 | 1 | 0 | 91 | 9 | 1 | 1 | |
| Idaho..... | 129 | 82 | 63 | 102,423 | 94 | 76 | 5 | 1 | 73 | 5 | 4 | 0 | 97 | 25 | 1 | 1 | |
| Illinois..... | 759 | 469 | 62 | 1,949,734 | 90 | 417 | 45 | 6 | 1 | 439 | 18 | 12 | 0 | 80 | 20 | 1 | 0 |
| Indiana..... | 447 | 274 | 61 | 612,141 | 91 | 249 | 25 | 0 | 0 | 255 | 12 | 6 | 1 | 65 | 16 | 1 | 0 |
| Iowa..... | 676 | 439 | 65 | 754,937 | 91 | 398 | 41 | 0 | 0 | 415 | 17 | 7 | 0 | 80 | 20 | 1 | 0 |
| Kansas..... | 528 | 321 | 61 | 747,030 | 85 | 15 | 47 | 5 | 0 | 283 | 21 | 16 | 1 | 83 | 17 | 2 | 0 |
| Kentucky..... | 200 | 132 | 66 | 380,429 | 93 | 123 | 9 | 0 | 0 | 122 | 7 | 3 | 0 | 114 | 17 | 0 | 1 |
| Louisiana..... | 119 | 66 | 55 | 186,714 | 92 | 61 | 5 | 0 | 60 | 5 | 1 | 0 | 56 | 10 | 0 | 0 | |
| Maine..... | 54 | 42 | 81 | 133,974 | 93 | 39 | 3 | 0 | 41 | 1 | 0 | 0 | 40 | 2 | 0 | 0 | |
| Maryland..... | 82 | 59 | 72 | 167,056 | 93 | 55 | 4 | 0 | 55 | 1 | 3 | 0 | 45 | 14 | 0 | 0 | |
| Massachusetts..... | 164 | 84 | 51 | 1,018,638 | 96 | 4 | 16 | 0 | 267 | 3 | 9 | 0 | 90 | 10 | 0 | 0 | |
| Michigan..... | 431 | 279 | 64 | 1,165,937 | 94 | 6 | 16 | 0 | 96 | 1 | 3 | 0 | 241 | 38 | 0 | 0 | |
| Minnesota..... | 574 | 390 | 68 | 904,228 | 94 | 363 | 25 | 1 | 370 | 14 | 4 | 2 | 330 | 53 | 4 | 3 | |

| GENERAL STATISTICS | | | | Question No. 1 Do you favor the enactment of laws prohibiting the personal use of tobacco by adults? | | | | Question No. 2 In your judgment, does the general sentiment of your community favor such legislation? | | | | Question No. 3 Is the use of tobacco personally objectionable to you? | | | | |
|---------------------|---------------------------|------------------|---------|---|---------------|-------|-----|--|---------------|-------|-----|--|---------------|-------|----|----|
| Mailed Replies | Percent age of Replies | Circula- tion | No. | Yes | Doubt- ful | Blank | No. | Yes | Doubt- ful | Blank | No. | Yes | Doubt- ful | Blank | | |
| Mississippi..... | 143 | 60 | 106,010 | 57 | 3 | 0 | 58 | 2 | 0 | 0 | 49 | 11 | 0 | 0 | | |
| Missouri..... | 571 | 68 | 977,429 | 354 | 95 | 2 | 360 | 13 | 15 | 3 | 327 | 63 | 1 | 0 | | |
| Montana..... | 216 | 134 | 62 | 164,786 | 127 | 5 | 1 | 129 | 4 | 1 | 0 | 123 | 11 | 0 | 0 | |
| Nebraska..... | 461 | 308 | 67 | 482,953 | 90 | 10 | 1 | 285 | 9 | 12 | 2 | 258 | 49 | 0 | 1 | |
| Nevada..... | 32 | 23 | 71 | 26,184 | 100 | 0 | 0 | 23 | 0 | 0 | 0 | 23 | 0 | 0 | 0 | |
| New Hampshire..... | 47 | 31 | 66 | 78,707 | 28 | 3 | 0 | 28 | 0 | 3 | 0 | 25 | 6 | 0 | 0 | |
| New Jersey..... | 215 | 116 | 54 | 333,598 | 112 | 3 | 1 | 0 | 116 | 0 | 0 | 0 | 103 | 10 | 2 | 1 |
| New Mexico..... | 81 | 55 | 68 | 53,570 | 52 | 3 | 0 | 51 | 1 | 2 | 1 | 46 | 9 | 0 | 0 | |
| New York..... | 631 | 409 | 65 | 2,312,629 | 397 | 11 | 0 | 1 | 397 | 9 | 1 | 2 | 374 | 32 | 0 | 3 |
| North Carolina..... | 173 | 102 | 59 | 203,811 | 91 | 9 | 0 | 99 | 3 | 0 | 0 | 89 | 13 | 0 | 0 | |
| North Dakota..... | 275 | 183 | 67 | 172,167 | 164 | 19 | 0 | 172 | 6 | 5 | 0 | 156 | 27 | 0 | 0 | |
| Ohio..... | 503 | 312 | 62 | 1,288,998 | 287 | 23 | 2 | 0 | 294 | 9 | 3 | 0 | 264 | 47 | 1 | 0 |
| Oklahoma..... | 396 | 238 | 60 | 294,505 | 89 | 11 | 1 | 224 | 12 | 2 | 0 | 202 | 35 | 1 | 0 | |
| Oregon..... | 139 | 109 | 78 | 331,092 | 101 | 5 | 2 | 103 | 1 | 4 | 1 | 87 | 21 | 0 | 1 | |
| Pennsylvania..... | 608 | 384 | 63 | 2,157,847 | 94 | 6 | 1 | 95 | 1 | 4 | 1 | 81 | 19 | 0 | 1 | |
| Rhode Island..... | 17 | 12 | 71 | 130,816 | 11 | 1 | 0 | 362 | 11 | 10 | 1 | 329 | 54 | 0 | 1 | |
| South Carolina..... | 90 | 48 | 53 | 89,955 | 92 | 8 | 0 | 95 | 3 | 2 | 0 | 86 | 14 | 0 | 1 | |
| South Dakota..... | 233 | 171 | 67 | 162,842 | 157 | 12 | 1 | 158 | 10 | 1 | 2 | 150 | 21 | 0 | 0 | |
| Tennessee..... | 153 | 85 | 56 | 220,019 | 93 | 7 | 0 | 77 | 3 | 3 | 2 | 82 | 18 | 1 | 0 | |
| Texas..... | 655 | 365 | 56 | 661,219 | 92 | 8 | 1 | 353 | 8 | 4 | 0 | 298 | 67 | 0 | 0 | |
| Utah..... | 62 | 41 | 66 | 110,798 | 80 | 20 | 0 | 21 | 17 | 3 | 0 | 31 | 9 | 1 | 0 | |
| Vermont..... | 41 | 25 | 61 | 54,321 | 100 | 0 | 0 | 24 | 1 | 0 | 0 | 25 | 0 | 0 | 0 | |
| Virginia..... | 122 | 65 | 53 | 177,817 | 98 | 2 | 0 | 100 | 0 | 0 | 0 | 97 | 9 | 0 | 0 | |
| Washington..... | 212 | 139 | 65 | 410,091 | 135 | 4 | 0 | 133 | 4 | 2 | 0 | 127 | 12 | 0 | 0 | |
| West Virginia..... | 134 | 85 | 63 | 157,283 | 74 | 10 | 1 | 96 | 3 | 1 | 0 | 97 | 9 | 0 | 1 | |
| Wisconsin..... | 406 | 292 | 72 | 402,096 | 94 | 6 | 1 | 79 | 1 | 5 | 0 | 65 | 19 | 0 | 1 | |
| Wyoming..... | 83 | 41 | 50 | 49,527 | 34 | 6 | 1 | 0 | 39 | 1 | 2 | 0 | 33 | 8 | 0 | 0 |
| Total..... | 12,518 | 7,847 | 63 | 21,870,046 | 7,231 | 569 | 34 | 13 | 7,393 | 260 | 174 | 20 | 6,661 | 1,150 | 20 | 16 |

public sentiment in their communities as being opposed to anti-tobacco legislation in any form. Only 260 editors, or about 3 per cent. of those replying, asserted that public sentiment in their sections favored the prohibition of tobacco or restriction of its use. There were 174, or 2 per cent., in doubt, while 20 failed to express any opinion in the matter.

The questionnaire furnishes an excellent survey of the state of public opinion throughout the country, the accuracy of which has already been fully demonstrated by the legislative returns in recent years.

The situation is concretely summarized in the concluding paragraphs of an article by Garret W. Smith entitled "Is Tobacco Doomed?" published in *Leslie's Weekly* under date of May 14, 1921, as follows:

"Outside of the one State where Mormon influence predominates, the anti-cigarette movement appears, as in the case of Tennessee, Arkansas and Iowa, to be losing ground and is not to any considerable extent supported by the people.

"With forty-two State legislatures in session this year the sum total of the results of the onslaught on tobacco is the passage of a cigarette-prohibiting law in the Mormon State Utah, with a population of 449,446, as against the repeal of the old anti-cigarette laws in the three States of Arkansas, Iowa and Tennessee, with an aggregate population of 6,492,084. Furthermore Tennessee and Arkansas had their prohibitory laws in effect for over twenty years and were, therefore, pretty thoroughly acquainted with the merits and demerits of such legislation.

"In other words, the activities of those reformers who have taken up the prohibition of tobacco is not largely supported by public opinion and has attracted a degree of attention entirely out of proportion to its importance."

Chapter VI

TOBACCO AS AN ESSENTIAL

TOBACCO is no longer regarded as a luxury because it has proved itself indispensable to men in every walk of life. That it was an essential commodity in the successful prosecution of the war has been amply proven. As an industry, the culture of tobacco is second in importance only to the production of food and the manufacture of clothing, shoes and the other indispensables with which modern civilization is familiar.

The use of tobacco is prevalent in every quarter of the globe. From the world's foremost men, down to the humble toiler, the enjoyment of tobacco in some form or other is universal. Its benign and stabilizing influence is manifest everywhere—in the forests and the mines, in offices and factories, in the cabs of locomotives, in the fields and gardens, in the hotels, the clubs and the homes.

Among the world's leading men who have found solace and comfort in the use of tobacco, the following may be mentioned:

Cannon, Joseph Gurney ("Uncle Joe"), U. S. Congressman.

Caruso, Enrico, opera singer.

Clark, Champ, U. S. Congressman.

Einstein, Prof. Albert, scientist.

Foch, General Ferdinand, commander-in-chief, Allied Forces, World War.

French, Sir John, commander of British Forces at first Battle of the Marne, World War.

George V, King of England.

George, Premier David Lloyd.

Goethals, Major General Geo. W., builder of Panama Canal.

Grant, General U. S.
 Harding, Warren G., President of the United States.
 Joffre, Joseph Jacques Cesare, commander at the first Battle of the Marne, World War.
 Ingersoll, Robert G.
 Lincoln, Abraham.
 Marconi, Guglielmo, inventor of the wireless.
 Marshall, Thomas R., Vice-President of the United States (1912-1920).
 Petain, General Henry Philip, defender of Verdun, World War.
 Pershing, General John J., Commander A. E. F. in Europe, World War.
 Scott, Major G. H., commander of the British airship R-34.
 Slezak, Leo, the great Czech tenor.
 Steinmetz, electrical inventor.
 Wemys, Admiral (England).

Nearly all continental authors have used tobacco, and the list of famous writers in our own language who were smokers, or of our living writers who are smokers, would, indeed, practically embrace the roster of our literature. To mention but a few names at random, there are:

| | |
|----------------------------|-------------------------|
| Addison, | Holmes, Oliver Wendell, |
| Aldrich, Thomas Bailey, | Kipling, Rudyard, |
| Barrie, J. M., | Milton, |
| Bulwer-Lytton, | Moore, Thomas, |
| Byron, | Scott, |
| Carlyle, | Taine, M., |
| Chesterton, Gilbert Keith, | Tennyson, |
| Crane, Stephen, | Thackeray, |
| Dickens, | Twain, Mark, |
| Emerson, | Walton, Izaak, |
| Galsworthy, John, | Wells, H. G. |
| Gibbons, | |

When Virginia was only a handful of settlers, huddled together at Jamestown, tobacco entered mightily into the border warfare of those trying times. Paradoxically enough, it served opposing purposes, for it not only calmed men for the conflict, but it was employed as a solemn rite to seal all pacts of peace. No little band of colonists ever set out on a reprisal crusade against the persecuting Indians without it; indeed, the tobacco pouch was as much a part of the fighting colonists' equipment as the powder horn. The biographies of Daniel Boone, Sam Houston, Davy Crockett, Herbert McClellan, John McCullough, Simon Kenton, and other great frontiersmen reveal their devotion to the weed.

A few quotations will not be amiss at this point.

"I vow and believe that the cigar has been one of the greatest creature-comforts of my life—a kind companion, a gentle stimulant, an amiable anodyne, a cementer of friendship."

W. M. THACKERAY.

"One of the divinest benefits that has ever come to the human race."

THOMAS CARLYLE ("Cope's Tobacco Plant," page 56).

"Tobacco is grown not only to be the physick but even the meat and drink of many men."

"Sublime tobacco, that from East to West cheers the Tar's labours and the Turkman's rest."

BYRON.

"Honest men, with pipes or cigars in their mouths, have great physical advantages in conversation * * * The cigar harmonizes the society, and soothes at once the speaker and the subject whereon he converses * * * The pipe draws wisdom from the lips of the philosopher, and shuts up the mouths of the foolish;" * * *.

WILLIAM MAKEPEACE THACKERAY.

"What a glorious creature was he who first discovered the use of tobacco!"

HENRY FIELDING.

"For thy sake, Tobacco, I
Would do anything but die."

CHARLES LAMB.

"Really, 'I must not smoke so persistently; I must turn over a new leaf—a tobacco leaf—and have a cigar only after each'—he paused as if to say 'meal,' but continued, 'after each cigar.' "

OLIVER WENDELL HOLMES.

"Tobacco is man's friend, his company, his consolation, his comfort, his refuge at night, his first thought in the morning."

GEORGE MEREDITH.

"When I have found intense pain relieved, a weary brain soothed, and calm, refreshing sleep obtained by a cigar, I have felt grateful to God, and blessed His name for it."

REV. CHARLES SPURGEON.

"Hail! social pipe—thou foe of care,
Companion of my elbow-chair;
As forth thy curling fumes arise,
They seem an evening sacrifice—
An offering to my Maker's praise,
For all His benefits and grace."

SIR SAMUEL GARTH (1660-1718).

"Happy mortal! he who knows
Pleasure which a Pipe bestows;
Curling eddies climb the room
Wafting round a mild perfume."

ISAAC HAWKINS BROWNE.

"He who doth not smoke hath either known no great griefs, or refuseth himself the softest consolation, next to that which comes from heaven."

BULWER-LYTTON on Tobacco Smoking.

"There may be comrades in this world,
As stanch and true as steel.
There are: and by their friendships firm
Is life made only real.
But, after all, of all these hearts
That close with mine entwine,
None lie so near, nor seem so dear
As this old pipe of mine."

ELTON J. BUCKLEY.

"Tobacco is a traveler,
Come from the Indies hither;
It passed sea and land
Ere it came to my hand,
An' 'scaped the wind and weather.
Tobacco's a musician,
And in a pipe delighteth;
It descends in a close,
Through the organ of the nose,
With a relish that inviteth."

BARTEN HOLIDAY—Song in Play of *Technogamia*.

Tobacco's Part in War

In the opening paragraphs of an article by Edwin A. Goewey which appeared in *Leslie's Weekly* under date of January 11, 1919, several months after the signing of the armistice, the author says:

"According to the men at arms of the forces which brought the Prussian monster to its knees, particularly the Americans; their officers, from the highest to the

humblest; the physicians, nurses, chaplains and stretcher-bearers who labored to save the wounded and minister to the dying; the women of the Red Cross, the secretaries of the Y. M. C. A. forces and the representatives of all the other philanthropic agencies which labored for the men battling for the cause of humanity—tobacco was one of the most pronounced blessings of the struggle, one of the greatest factors in preserving the morale of the troops.

“Fortunately, at the very outset of hostilities, those to whom was intrusted the gigantic labor of welding together the Allied forces into a mighty machine capable of crushing the Hun military organization, and those enlisted to minister to the physical and moral needs of the men, appreciated that tobacco would play a part in keeping the men to their task second only to food, equipment and ammunition.

“They knew, from experience, that men under great physical and mental strain would be able to keep up and carry on to the extreme point of human endurance, without liquor, without sleep and rest; aye, even without food—if they but had tobacco.”

Lord Rhondda, the British Food Commissioner, declared:

“Tobacco is a necessity, not a luxury. We must have tobacco. I believe that its loss would be a national misfortune. It means much both to the manual laborer and to him who works with his brains. I hold that the deprivation of it would work great discomfort.”

General John Pershing, Commander of the American Expeditionary Forces in France, stated:

“Tobacco contributes greatly to the contentment of the individual soldier—”

and later he cabled Washington:

“Tobacco is as necessary as food. We need a thousand tons at once.”

General George W. Goethals said:

“No substitute will take the place of tobacco with those accustomed to its use, and this is particularly true in the life of the soldier and sailor. Tobacco will be the greatest solace during the long vigils of trench warfare, and it is almost as essential in many cases as food itself.”

Maj. General Wood said:

“Nothing gives a soldier in the field more pleasure and contentment than a cool, refreshing smoke after a hard day’s fighting or while awaiting the call to the firing line.”

Gen. Henry P. McCain, Adjutant General, U. S. Army, said:

“Tobacco is a great comfort and source of enjoyment to soldiers. It makes them happy and contented, and, therefore, is a good thing for the army, for happy and contented soldiers give a better account of themselves.

“When they come right down to it, there is nothing like a good smoke or a good chew for the man who is going to be shot at, or who has returned from the firing line. Practically every officer in the army approves of providing liberal supplies of tobacco for soldiers.”

Hon. Benedict Crowell, Assistant Secretary of War, in his Report on America’s Munitions, 1917-18, speaks of tobacco as follows:

“Tobacco has established its claim to a recognized place in the soldier’s life.

“In May of 1918 it was decided to adopt the practice of the Allies, namely, to allow each soldier a certain amount of tobacco per day. This unusual innovation was the official recognition of tobacco as a necessity for men in active service.”

“To men enduring physical hardships, obliged to live without the comforts and often even the necessities of life

in times of battle, tobacco fills a need nothing else can satisfy."

L. E. Hall, former Governor of Louisiana, said:

"No one knows better than a smoker himself what it means to be deprived even for a short time of the solace afforded by the weed. Our American soldiers in France, at least many of them, would prefer missing their meals to being deprived of their cigarettes."

Dr. Albert Parker Fitch, the Red Cross worker, said:

"During months on and near the battlefields of France, I have seen shattered nervous systems cemented together under the soothing influences of tobacco."

The Hartford, Conn., *Times* of August 3, 1907, quoting the *New York Medical Journal*, said:

"The intense nervous strain imposed by conditions at the front in the present war requires that everything possible should be done to allay nervous irritation. Many of the men in the army are confirmed smokers, and to deny these men tobacco is to induce a degree of nervous irritation which will materially militate against their efficiency. It would be the height of folly, both from a medical and a military standpoint, to deny tobacco to the men at the front."

Thus run the beliefs and experiences of those best qualified to know. There are hundreds more that might be printed here, but they would prove monotonous in their unanimity.

Suffice it, then, to add only the following:

The use of tobacco by our fighting forces was publicly endorsed by the Secretary of War, the Secretary of the Navy, the Secretary of Commerce; by Cardinal Gibbons, and many prominent clergymen of the Protestant, Catholic and Jewish Faiths; by Theodore Roosevelt and a hundred famous Ameri-

cans of all political leanings, and by prominent men of the medical and all other professions.

The French colony in Mexico sent thirteen tons of cigarettes to their countrymen on the western front and the supply proved to be sadly deficient to meet the demand.

The Over-Seas Club of London sent more than 100,000,000 cigarettes to the British troops in France.

The various governments recognized the value of tobacco to the troops and distinctly encouraged tobacco gifts. All tobacco products for the fighting men were admitted to the various countries duty free.

And reverting again to Mr. Goewey's article, we find:

"Tobacco and chocolate were most in demand throughout the period of fighting, and will continue to be while demobilization is taking place. Figures testify to tobacco's importance in this connection. For December last (1918) the Y. M. C. A. ordered 70,000,000 cigarettes and nearly 3,000,000 cigars to supply the demand for 'smokes' among the American Expeditionary Forces in Europe.

"Those who have talked with the men in the battle zones or those who have returned to these shores; with the doctors, nurses and representatives of the various philanthropic organizations, have learned first-hand of the important part tobacco played both on the fighting fronts and behind the lines. Men without food for hours, sometimes days, have soothed their nerves, kept their courage and gone into battle eagerly, terribly and effectively because the supply of tobacco held out. Men wounded unto death have 'gone west' smilingly after a few puffs of a cigarette, and 'smokes' in the field and in the hospital have mitigated pain and even restored nerves which meant the saving of lives."

While a little further on, he states:

"It is sufficient for us that we had tobacco for our boys

in uniform, and that we were able to supply it in sufficient abundance to those who went 'across' to make it one of the mightiest factors for magnificent morale in the history of armed conflict."

PURIFYING LIFE

*American Medicine Editorial, August, 1920.
(Reprinted by Permission)*

THE victory of the prohibition forces in America has inspired a campaign for the purification of the race in England and America on the part of a very powerful and altogether too meddlesome group of reformers who are determined to rid humanity of its most harmless vices.

Before the benefits of the Eighteenth Amendment have yet been conclusively shown, they are already planning ambitious projects whereby coffee, tea, tobacco and other modest stimulants shall go the way of the strong drink. Where others are attempting to improve life or prolong it, they wish to purify it—purify it, one is tempted to add, beyond endurance.

One has but to evoke a mental picture of the race they are trying to breed to realize what an appalling project is theirs: a race that will frown upon the refreshing cup of coffee in the morning, will spurn the tranquilizing cigar after dinner, will reject with contempt the sociable cup of tea in the afternoon.

Certainly such complete abstinence will purify the race, but a race so pure, so faultless, so completely without its innocent redeeming vices could not survive more than three generations. Of all the attempts to cope with life, to enhance it or to improve it, this is assuredly the most futile. Granted that coffee is a poison, that tea is a poison, that tobacco is a drug, few have succumbed to these poisons, and the mere handful that have injured themselves by lack of moderation should not be used as a pretext for enforcing total abstinence

Appendix A

on the huge masses to whom these "poisons" are a comfort and even a stimulus.

The virtues of life are meaningless without their compensating vices, and coffee, tea and tobacco are vices so innocent, so generally harmless, that they ought to be encouraged if for no other reason than that they divert the average human from more harmful ones. These well-beloved vices are the salt of life—without them life would be lacking in relish. Only when they are immoderately indulged in are they at all a menace to either life or health.

The best authorities acknowledge that a reasonable amount of coffee or tea not only can do no harm, but is often of decided benefit, while an occasional cigar is a comfort and an inspiration. Why abolish them? On the ground that they are subtle poisons? That is merely pandering to a phrase. Life is a constant battle with poisons and hostile elements. The air we breathe is laden with poisons and harmful germs. The food we eat is constantly exposed to poisons and germs. These hostile elements are inescapable, but we make little of them except when they become too menacing. Coffee, tea and tobacco have not become a menace in the lives of most of us. Indeed, there is more evidence at hand of the good than of the harm they do, except in very rare instances.

An interesting experiment, revealing the excellent benefits of moderate smoking as far as productiveness is concerned, was made recently at the huge factories of Messrs. Dick Kerrs at Preston, England. Up to four months ago no smoking had been permitting during working hours. In an effort to increase productiveness one of the managers hit upon the idea that an occasional smoke might contribute something. A fifteen-minute period in the morning and one of the same length in the evening were allowed, when employees might smoke. An immediate improvement was noticeable. It was not fortuitous, one may judge, for the managers after three months of observation decided to ex-

tend these periods to an hour and a half morning and afternoon. The new privilege, three hours of smoking during the working day, has brought about even greater production.

It is interesting to note that the managers have not leaped to the conclusion, which would be false, that all-day smoking would be proportionately beneficial. Such indulgence would mark excess. They have chosen the longest period consistent with moderation. What is true of tobacco, as in this instance, is equally true of tea and coffee. By referring to them as "drugs" one does not condemn them. Drugs have their place on the prescription list of reputable physicians and they have a very useful place in the stimulation of human activity. If a battle is to be waged against them, it should be concentrated against immoderacy, not against their temperate employment.

Appendix B

AN ANSWER TO ANTI-TOBACCO AGITATORS

By P. V. HOYLE

THE logic of events is always and forever upon the side of established institutions. He who attacks or challenges one of the customs or usages or beliefs which humanity through the long welter of years has come to accept as sound and satisfying takes upon himself the burden of proof. It is for him to establish and prove that the custom or the belief or the institution that is the object of his attack merits condemnation, rather than for the upholders of the established order to justify its existence. We do not alter or abandon our habits and customs and institutions except upon definite and irrefragable proof that they are harmful or dangerous, and he who would reform the world must take upon himself the full and complete burden of establishing with reasonable certainty the truth of his contentions.

Tobacco is one of the established institutions of the world; it has definitely and completely paid its way in the solace and comfort that it affords humanity, and until it can be definitely established that its use involves harm or danger or other disadvantages that outweigh its merits, no one may reasonably call upon mankind to give up the very precious boon that has been vouchsafed to it in this fragrant herb.

It will be not enough for them to bring forward hearsay statements, from prejudiced and perhaps mercenary sources, caviling at the use of tobacco; it will not be sufficient for them to show that perhaps in individual instances, its immoderate use has resulted in injury.

AN ANSWER TO ANTI-TOBACCO AGITATORS 57

Tobacco has not only proven to be no detriment to the human race, but it has instead been a blessing to mankind; instead of having dragged down humanity to lower depths, it has been an agency of uplift and of righteousness; instead of brutalizing the world it has humanized it, and instead of adding to its sorrows and griefs it has been a comfort and a solace. In other words, life instead of being harder and more comfortless because of tobacco, is sweeter and, in a vast degree, more worth while. If tobacco were the brutalizing and devastating agent that its opponents claim it is, its effects would surely have been demonstrated during the past three hundred years during which it has been in use.

For two thousand years prior to the discovery of America and the rapid dissemination of the use of tobacco throughout the world, civilization had been making slow and painful strides in the direction of better things. Three hundred years ago, consequent upon the discovery of America, tobacco was injected into the veins of civilization. What has been the result? Was the progress toward better things checked? The answer to that question is apparent to anyone who for a moment contemplates the rapidity with which civilization and humanity have advanced within that period.

Within the same period that tobacco has been in use among the people of the world, vaster progress has been made than ever before. Greater progress has been made in the conquest of nature in the past one hundred years than in the whole previous history of the world. Nations have gone forward toward better governments; the ideals of life advanced, and the progress toward the rule of a genuine righteousness throughout the world has been more nearly approached than ever before.

Things are by no means perfect as yet, but, that they are better than they ever have been before in the history of the world, is not open to question and, that the greatest advance has been made contemporaneously with the spread and cultivation of the tobacco habit among the peoples of

the world, there can be no doubt. It is not claimed that tobacco has civilized the world, but it is clearly apparent that it has contributed its part, for we have seen that those ages of the world that have witnessed the greatest use of tobacco have also witnessed the most rapid advancement toward civilization and enlightenment.

America leads the world in the use of tobacco, per capita, followed by England, Holland, France and Italy. These are the nations from which almost every impulse toward progress and betterment, of the past three hundred years, have come. These are the nations that have led all others in the works of civilization and humanity, in education and in the refinements of life. America, the most advanced country upon the face of the globe, which has given the world most of the inventions that have made life easier and better for the toiling millions, is the largest consumer of the herb that, intolerant reformers would have us believe, carries in it the seeds of decay and destruction.

The men who wrote the Declaration of Independence were tobacco users and many of them tobacco planters. Yet their brains, benumbed as the tobacco foes would have us believe, by the fumes of tobacco were able to draft the ablest enunciation of human rights ever formulated by the minds of mankind, and they were able to fight a long, seven years' war to a successful conclusion in defense of these rights. Go where you will, into any community, and you will find that the men who have done a little better than the average, who stand out from the rest, the men of note and achievement, are, ninety-nine times out of a hundred, users of tobacco in some form.

If tobacco were injurious, its evil effects would have been demonstrated by a physical decadence in humanity and a shortening of the average span of human life, during the period of its use.

What are the facts? There is evidence to prove that the average stature of the human race is greater than it ever

was before. During the recent war it became necessary to investigate the problem of making armor for the protection of limbs of the soldiers. Measurements taken of armor in the Kensington Museum, formerly worn by knights during the middle ages, showed that it was intended for men smaller than the average in the American and British armies in 1918, and it was found that if armor were to be made now, the girth and limb measurements would have to be increased by reason of the larger stature of the average man of 1918 over his predecessor of 1200 to 1500. Tobacco then has not injuriously affected the physique of the race during the 300 years that it has been in use.

There is also evidence to prove that the average life of man is longer now than it ever was before in any period of the world's history. The investigations of the insurance companies, and their actuary tables, which have been in use for the past 100 years, show that the average human life is longer now than it was 100 years ago. Both the extension of the average life and the increase in the stature of men have been achieved during that period of the world's history in which the use of tobacco has become universal. If tobacco had been the medium of evil, the stunter of stature and the benumber of the intellectual faculties that its antagonists picture it to be, could these results have been achieved? Not only do we believe that tobacco has not retarded the progress of the human race, but we believe that it is susceptible of proof that the influences that go with tobacco are such as tend to longevity, peace of mind and mental and moral well-being.

Tobacco, apart from the mere pleasure that it gives, enables men to do hard and inclement labor with a minimum of fatigue. Ask the man who delves in the mines of the earth, toiling with his muscles and nerves, what it is that gives him his greatest comfort and solace. Ask him what his first desire is when coming to the top of the ground after a hard and muscle-wracking shift in the mines. And the

answer will be a pipe full of tobacco. Ask the lumber jack exposed to the inclemencies of the northern forest what it is that nerves him to his daily and arduous tasks. Ask the soldier in the trenches what it was that gave him endurance to stand the shock of shot and shell, and the long watches. Ask him what was required to soothe his nerves torn and ragged by the impact of battle. And the answer will be the same—tobacco.

The work of the world is becoming more and more exacting. The demands upon men are harder than they ever were before. And in this splendid herb, tobacco, mankind has a splendid solace and comfort that enables it to do its daily tasks and to perform its daily work.

For every scientific man or physician who has ever gone on record to the effect that tobacco is injurious, there are ten who could be quoted to the effect that it is not injurious. For every scientific man or physician who can be found who does not use tobacco, twenty can be found who do.

Of course, the proponents of tobacco do not contend that it cannot be abused. The overindulgence in tobacco will bring its punishment, just as an overindulgence in bread or meat or water will do the same thing. Throughout this discussion, we have been referring to the moderate and proper use of tobacco, not to its abuse or overindulgence. That is a matter for each individual to ascertain for himself. The man who injures himself by his lack of self-control has no right to blame his plight upon tobacco. He should blame his own self-indulgence.

Whence then come these incessant attacks upon tobacco? Why should it be that a commodity so potent of good, as tobacco is, should be the object of constant traducing and abuse? Hate, persecution and bigotry seem to have been the heritage of all the ages; and at all times there have been those who intolerantly desired to deprive others of privileges and rights and to enforce their will in matters in which they had no concern. Despite the vast progress that has been made

toward better and brighter things, intolerance and bigotry are not dead, and it is this spirit that is largely the motive of the attacks upon tobacco.

The history of civilization in the past centuries has been a history of the struggles of the people for their rights; for the privilege of doing the thing that is pleasing in their own eyes, without asking the permission of potentate or neighbor. The fight against restriction in the use of tobacco is more than the desire of men to retain that which gives them pleasure; it is based upon the desire to be free of dictation and undue control on the part of others. There is no law that compels anyone to smoke who does not want to, and if the American people properly realize the proposition that is before them there will never be a law that says a man shall not smoke who does want to.

The man who wants to smoke shall not be debarred from the privilege at the behest of intolerant and bigoted fanatics, who take pleasure in depriving others of pleasure, or of paid propagandists whose principal aim is to get through life with the smallest amount of actual labor. To be effective the challenge to tobacco must come from cleaner hands and clearer consciences.

Tobacco asks no favors. It needs no apologists. It merits are well known. Its virtues are a part and parcel of the national conscience. It pays its own way. Its traducers may revile but they can never displace it in the affections of a grateful world.

Appendix C

THE "PLANT DIVINE"

BY CHARLES KENMORE ULRICH

THE "plant divine," as Edmund Spenser termed it even when its fame was young, has become the object of attack by intolerant reformers. The statesmen of renown whose faculties were stimulated to healthful action through its wise use; poets, lawyers, inventors and countless others, representatives of the most ennobling pursuits to which men devote their lives—all alike have added their bits to the testimonials of affection for tobacco, because of the blessings and comforts it has bestowed upon them throughout their allotted days.

Tobacco has done more good for humanity in the last three hundred years than any other natural agency known to mankind! Tobacco has played an important part in the making of history; its use has been a stimulant to human progress, in science, in literature and in art, and the present age, as compared with those when tobacco was unknown, is as effulgent day to a night of Cimmerian gloom!

Let us consider for a moment, the argument of anti-tobacco users, that tobacco is harmful, and therefore, detrimental to the progress of mankind. What was the state of society in the centuries antedating the discovery of tobacco? What were the Romans, the Grecians and other nations of antiquity who never were favored with an occasional pipeful of the weed which, according to experts, is the greatest spur to human endeavor of which the human mind has knowledge.

With all their learning, their athletics and prowess in war, how are we to compare their physical and social status with

our own? It is a significant fact that the very ages of the world which knew not tobacco, are the darkest known to history. The bigotry, cruelty, persecutions and ignorance of the Dark Ages have given way to tolerance, liberty, education, enlightenment and truth.

Was the fate of the world rendered worse by the use of tobacco in palace or hovel? Is it because of the harmfulness of tobacco, to the free use of which Americans have been addicted for three centuries, that the average American soldier, artisan, mechanic, business man, banker, scientist, artist, painter, inventor and what not, knows no superior in the world? Is it because of the frightful effects of tobacco of which the United States consumes more than seven times that consumed by any other country of the world that the United States has become a world power of the first magnitude, the most resourceful, the most progressive—the creditor nation of the earth? If this material progress which o'ershadows the history of any rival nation is the result of the debilitating, the enervating effects of the use of tobacco, then for God's sake let us have more of it!

There is an age-old saying that what is one man's meat is another man's poison. All of you are aware that coffee is a healthful beverage for many, while to others it may be harmful. The juice of orange is delightful to some organisms, while to others it is most obnoxious. From the inner vaults of Nature come gifts that enrich many, but impoverish others, but who shall say that Providence is at fault? Every physician will tell you that for the cure of incidental ills widely divergent remedies often are an absolute necessity. If this be true, should either of the remedies be condemned as useless?

If the use of tobacco affords healthful pleasure to millions, shall tobacco be condemned because its use is distasteful to a minority? The sun shines for all, yet the mole that digs in darkness avoids its beams. Shall mankind, therefore, blind itself to the needs of men and blot out the light of the sun to

the end that the poor mole might be spared a moment of suffering?

Throughout the ages, the defense by men of their right to enjoy the God-given gifts of Nature according to their desire has been continuous. Fanatical fervor, senseless prejudice, unreasoning hate, persecution and bigotry, have for centuries left the indelible impress of their influence upon the pages of the social history of mankind. From the day when Socrates, hated and feared by those who could neither appreciate nor fathom his philosophy, was condemned to death, down to the present day, humanity has been engaged continuously in a struggle with arbitrary power and bigotry for the preservation of their individual rights as children of a common creator. The contest has been bitter, but its lessons have been manifold, and we of the present day, who are engaged in the same old battle for right, may profit by the precepts that have been handed down to us through the ages.

Three hundred years ago a few savages in America only consumed tobacco, but now it is consumed and enjoyed by all mankind. It is the only commodity common to the consumption of all races and social conditions. Are our lives shorter, our morals worse, our health impaired, or our intellects weaker, because of the fact that for three centuries or more, the virus of this poisonous herb, according to the hypotheses of its enemies, has been circulating through the veins of our forefathers and ourselves?

Find one physician of prominence who does not smoke, and you will at the same time find twenty who do. Scores of the most prominent physicians and surgeons in the country who have made exhaustive tests in the course of inquiries regarding the effect of tobacco on the human organism, agree that the moderate use of tobacco is perfectly harmless.

While it occasionally happens that persons who use tobacco immoderately find it injurious, this must in all fairness be attributed to lack of control, rather than to tobacco itself. While one may use tobacco to excess, another may eat too much of his

favorite foods. If you use anything to excess the law of nature will enforce its penalties. But, as a matter of fact, tobacco can seldom be used to excess, for when you have smoked enough you have no desire for more, and rarely does anyone smoke when he has no desire for it.

Clouston, in his "Hygiene of Mind," asserts that a "good mild tobacco, not used in excess, exercises a soothing influence when the nervous system is irritable, promotes digestion and may be made a mental hygienic."

In his book on "The Way of the Nerves," Dr. Joseph Collins asserts that after maturity, the moderate use of tobacco is not only not injurious, but it may assist a man in the enjoyment of life and the performance of his duties without in the least impairing his physical or mental vigor.

Dr. Norman F. Kerr, of London, states that persons of a certain temperament require tobacco to produce concentration of thought, mental satisfaction, protection against infection, domestic happiness. To such persons tobacco smoking has proved invaluable.

In a recent article published in the *New York Medical Journal*, and written by *William J. Gies*, D. Sc., professor of biological chemistry, Schools of Medicine and Dentistry, Columbia University; *Max Kahn*, M. D., associate in biological chemistry, College of Physicians and Surgeons; attending physician, diseases of metabolism, Beth Israel Hospital, and *O. Victor Limerick*, M. D., director, department of pharmacology, Brooklyn Diagnostic Institute, the authors said:

"Civilized man does not live in a state of nature. The conditions of his life are artificial; they are of a kind that imposes an ever increasing stress on his adaptive mechanism. He is still evolving from a creature of brawn into one of brain. He is constantly struggling to adjust himself to a vacillating environment. Every new industry and every new invention alters the external conditions of his life, involves new complexities of his vocation and

adds to his psychic tension. The brain becomes more active than the body in exact proportion to the increase in expanse between primitive and civilized man. The stress burdens on the nervous mechanism of civilized man are constantly increasing in kind and number. Exciting vocations and avocations and top speed habits of earning a livelihood place a severe tax on the organism of civilized man. Added to these are the emotional stresses, enmities and jealousies resulting from domestic or industrial relations.

"Man learned by chance that tobacco (after having once set in operation the specific antidotal mechanism of the body) gives rise to certain pleasurable sensations; that it allays restlessness, tranquilizes emotional inquietude and fosters repose. Profiting by experience, he in turn came to resort to tobacco when he felt the need of relief from physical or emotional strain. The smoking impulse, or craving for tobacco is merely the expression of the need of the organism, artificially environed, for something that does not increase the store of energy—something that is not food. It is an impulse acquired under the influence of selective palliation. It varies in intensity and frequency or recurrence, according to the degree of individual ill adjustment to environment. It is, as a rule, moderate in those fairly well adjusted to external conditions of life, and immoderate in those less fortunately circumstanced. It attains its peak at the moment the psychic mechanism is exposed to greatest tension. Those engaged in intellectual pursuits or other forms of mental stress are most likely to feel the need of tobacco; excessive tobacco smoking is rare in the servile. After breaking the habit of tobacco smoking, the desire for the plant does not have any of the cumulative physiological force of the specific craving for such habit drugs as morphine. The habituation is developed and continued despite the action of nicotine, not because of it.

The withdrawal symptoms are not like those exhibited by ordinary drug addicts; the tobacco habit is not a drug habit in the sense in which the term is commonly understood."

These scientists finally reach the conclusion that

"The habitually moderate use of tobacco is not harmful to adults.

"The moderate use of tobacco proves distinctly helpful to certain adult types.

"The habitually excessive use of tobacco may prove harmful to certain individuals. But the same holds equally true of all foods."

According to Dr. W. A. Bloedorn, U. S. N., as appears from his article on smoking, published in *The New York Medical Record*, January 31, 1920, the increased pulse rate, the heightened blood pressure, irritable heart and toxic amblyopia, which are ascribed to the use of tobacco, are largely mythical. The effects which, of course, appeal more directly to the smoker are soothing, sedative, tending toward relaxation, contentment and mental rest. How often was this proved in the Great War, when untold millions of pounds of tobacco in various forms were distributed among the troops? How the doughboys relished their smokes and what an important part tobacco played in winning the War for Democracy, are matters of history into which it is scarcely worth while at this late day to inquire.

Who will disagree with Reverend Charles Spurgeon, the eminent divine, who said that "when I have found intense pain relieved, a weary brain soothed, and calm, refreshing sleep obtained by a cigar, I have felt grateful to God, and blessed his name for it?"

John Walker Harrington, writing in the *Sun* during the early days of the War when tobacco contributions were being solicited by that newspaper, said that "tobacco is like a cord

which draws all kinds and conditions of men into a common fellowship. There is such friendliness engendered that in these days it is small wonder that it is forbidden that troops of opposing sides shall any longer barter tobacco across the lines. But the influence of the genial plant is such that it keeps right on in lands of peace, in bringing the author, the clergyman and the day laborer into common understandings because they smoke the same brands and prefer the identical patterns in pipes."

Those who oppose the use of tobacco assert that its cultivation is an economic waste and that smoking is an extravagance that might well be dispensed with. The tobacco industry of this country is in no sense an economic waste, for the prosperity and economic welfare of a large section of the South are acutely dependent upon its development along the broadest lines. The industry affords employment to hundreds of thousands of persons, and to do away with tobacco would mean the economic ruin of a tremendous industry which is the means of livelihood of hundreds of thousands of persons connected therewith.

There is no comparison between Liquor and Tobacco. The elements which constituted the "dramatic appeal" for prohibition are, as a matter of common knowledge, utterly lacking in the case of cigars, cigarettes or tobacco in any form.

Tobacco does not excite or intoxicate, but it soothes and pacifies. Tobacco does not incite the commission of crime, but it promotes sober deliberation and moral contentment. Tobacco does not lure men from the fireside, but it cements family ties and adds immeasurably to the harmony of the home.

In the face of this overwhelming proof of the virtues of tobacco, who will dare to drag it down from the pedestal of affection on which it is enshrined in the hearts of men? The misuse of the blessings of nature must be condemned, but if the hater of tobacco has the right to say, "thou shalt not smoke because it displeases me," then he has the right to say

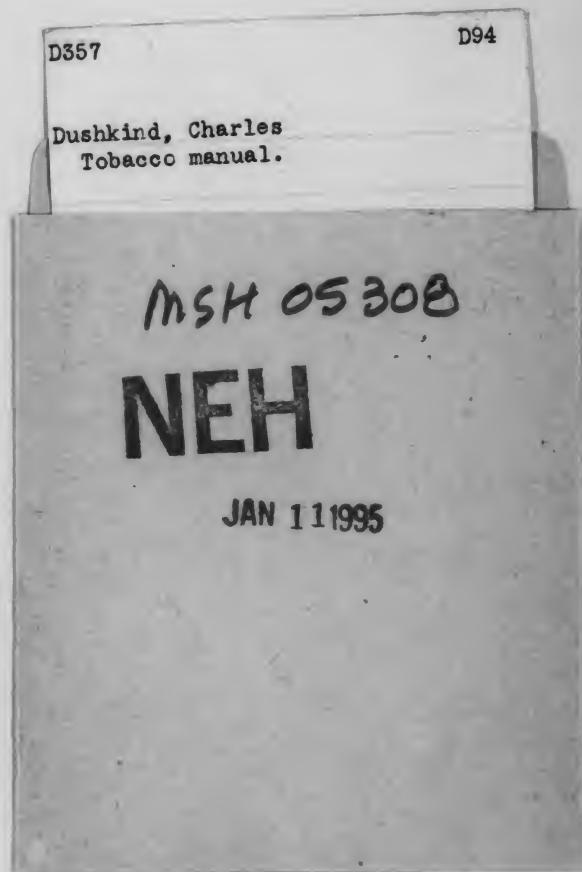
to us "thou shalt not drink coffee because its fumes are obnoxious to thy fellow men."

In the moderate use of tobacco all who care to indulge, are amply justified, and woe be to him who shall, through wanton prejudice and superabundance of spleen, seek to work his will upon the world and deprive mankind of the greatest solace vouchsafed to it by a beneficent Creator!

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